

A Discourse Analysis: The Identity of a Woman in Ads

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ABSTRAKT

Bakalářská práce je zaměřena na tvorbu identity ženy pomocí reklamního diskursu. Práce se skládá z teoretické a praktické části. První, teoretická část, pojednává o reklamě, generové identitě, diskursu a v neposlední řadě o verbálním a okrajově i vizuálním obsahu reklamy. V praktické části se práce věnuje analýze reklamního korpusu. Pro účely této práce byl náhodně vybrán korpus čtyřiceti pěti celostránkových reklam, kde vystupuje žena v hlavní roli. Tyto reklamy tvoří základ pro analýzu.

Klíčová slova: analýza, diskurs, gender, identita, reklama, tištěná média, žena.

ABSTRACT

This bachelor's thesis focuses on formation of woman's identity in the discourse of advertising. Thesis is composed of a theoretical and analytical part. The first theoretical part deals with basic fundamentals of advertising, gender identity, discourse, verbal communication, and partially discusses visual means of advertising. Second part of this thesis analyzes a research corpus. For the purposes of this work, forty-five full-page advertisements were randomly selected. In these advertisements, women play the main role. These ads form the research corpus.

Keywords: analysis, discourse, gender, identity, advertisement, printed media, woman.

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INTRODUCTION

These days, the market is oversaturated with numerous products and services. Sellers are consequently forced to make their products unique and memorable by creating the most convincing and persuasive advertisements. Advertising is everywhere and affects everyone, even though some people do not admit it. In many of these ads, women are portrayed in various forms and appearances.

This bachelor's thesis deals with the identity of a woman in ads. It analyzes mostly verbal, but also visual components of the printed ads. For the purposes of this work forty-five full-page advertisements were randomly selected. In these advertisements, women play the main role and it is these ads that create the research corpus. Selected advertisements appeared in the Internet advertisement database.

In the first part of this thesis, I will be dealing with the necessary theoretical fundamentals related to advertising, discourse, gender identity, verbal and partially visual communication in ads. The corpus is analyzed in the second practical part of the thesis. I have decided to classify ads based on the roles the women portray there and to compare linguistic devices based on these roles. Research corpus is attached as 'Appendix I' at the end of this work.

The aim of this work is to find out what linguistic features are typical for the portrayal of women in advertisements. The hypothesis of this work is that 'there are differences between devices used in advertisements based on the roles the women portray' and this hypothesis I will try to prove.

I. THEORY

1 ADVERTISING

Advertising is a form of mass communication, which influences opinions, attitudes and lifestyles. According to Göttlichová, the main function of the ad is to persuade people to buy certain product or service (2005, 73-78). Ads use various manipulation devices to convince the recipient to buy the product. Goddard argues that the aim of advert is not always about money, but also about intangible profits (2002, 7). Kotler claims that “advertising is any paid form of impersonal presentation and promotion of ideas, goods or services of particular investor” (2001, 569). This definition helps Kotler to talk about wide spectrum of advertisements. However, this thesis focuses only on specific form of paid promotion – printed advertising.

1.1 Advertising devices

Advertising occurs in various forms, such as: printed advertising, TV, radio, outdoor and audiovisual advertisements. The medium is chosen based on various criteria so that it attracts as many potential customers as possible. Postler claims that the most effective strategy is to choose an appropriate combination of coverage, frequency and effect of advertisement (1996, 11). The medium is chosen based on the target audience so that it attracts as many potential customers as possible (Vysekalová 2012, 21). This thesis focuses on printed advertisements in magazines.

1.1.1 Printed ads in magazines

Magazine is a type of printed media. Cambridge Dictionaries Online define it as “a type of thin book with large pages and a paper cover that contains articles and photographs and is published every week or month” (2016). Magazine focuses on a particular theme, hobbies and interests. It usually contains full- or half-page advertisements on various topics, which are related to the type and style of the magazine.

Postler claims that the advantage of magazine ads is their readership. He continues that unlike commercials, which are advertised in the media such as television and radio, printed advertisements are stable and readers may return to them at any time. It is also a non-violent form of advertising, because it is easy to turn the page and to ignore the ads. Readers can also receive much more information as they can perceive the advertisement at their own pace. However, magazines also have disadvantages, for example it is a rather expensive way to promote particular products or services (1996, 36).

Altstiel asserts that there are other pros of magazines. Most magazines aim at a certain type of interests such as gardening, fashion, business, and others. It is easy to reach to the selected target customers based on the type of the magazine. Another advantage is the quality of printed advertisement. It is more colorful and shiny so it could express the meaning more than any other form of ads. Advertising in magazines lasts long and ads are often perceived more than one reader. Some prestigious magazines could also increase the brand image of advertised products (2010, 191-192).

1.2 Participants of advertisement

It is also important to note who the participants of the advertisement are. The process of advertising involves a sender, addresser, fictional character and receiver in communication (Cook 2001, 180-183).

1.2.1 Sender

According to Cook, the sender is usually a company who pays for the ad to a marketing company. The sender wants to influence consumer's purchase behavior and therefore he sends to message to a recipient with the help of an addresser (2001, 180-183). If the communication process is effective, the customer is likely to buy the particular product.

1.2.2 Addresser

The term 'addresser' contains a whole team of the marketing company that creates the advertisement. Vysekalová claims that these people often create the advertisement based on their own preferences (2012, 30-31). Thus, the advertisement may not, for example, display ideal beauty standards of the receiver, but the ideal but standards of the addresser. Consequently, if the marketing company wants to make an effective advertisement campaign, it should avoid these mistakes.

1.2.3 Fictional character

Addresser sends the encoded message to the receiver, but it is not the character that appears in the advertisement. This function is assumed by the fictional character. It is the character who is talking to the receiver through the advertisement (Cook 2001, 180-183). For example, celebrities and famous people appearing as fictional character might increase reliability of the advertisement.

1.2.4 Receiver

As the word itself reveals, the receiver is someone who receives the information through the particular media. Reception and interpretation of the message is affected by personal preferences, personality of the receiver, his lifestyle, but also by demographical and geographical factors, such as age, salary or nationality (Vysekalová 2012, 32-33). It is obvious that the advertisement must be constructed according to the receiver who is the potential customer.

1.2.5 Transfer of message

The main participants of the message transfer are the addresser and receiver. However, other parts enter this process – coding, decoding and communication noise. The addresser is supposed to deliver the coded message to the receiver which then decodes it. During the communication between these two, communication noise might interfere the process. Communication noise includes all disturbing factors in the transfer of the message (Vysekalová 2012, 30).

1.3 Structure of advertisement

The structure of the advertisement has typical signs and structures. However, not all parts of this structure have to be used necessarily. The creative team decides about strategy and structure of advertisement.

1.3.1 Headline

According to Alstiehl, the headline does not have to be in every type of advertisement. However, it could do a good job while creating an advertisement. A good headline catches the receiver's attention and makes him consume the advertisement. Alstiehl continues that there are certain types of headlines that work better than others. He classifies them into three groups, according to their style: a question, how to and quote. The headline in form of question, even rhetorical, can easily catch attention of the receiver. The similar effects have the headlines that start with 'how to' and interesting quotes (2010, 149-150).

1.3.2 Branding

A brand is used to distinguish the company from other companies. Branding also helps to better identify the company and its better memorization. According to Sedláček, the brand

should be simple. He categorizes brands into three groups: a logo, logotype, and combination of graphic and fonts (2009, 9-11). For example, the image of apple is the logo of the Apple brand. Logotype is a logo written in the words, such as CocaCola. Branding of Škoda Auto might be considered as a combination of graphics and fonts.

1.3.3 Advertisement text

The aim of the advertisement text is to highlight the qualities and other strengths of the product. Advertisement text has two forms: a claim and slogan. The claim may be characterized as a short text that is typical of particular company and easy to remember. In contrast to that, the slogan is a little longer and is usually associated with a specific campaign. However, the slogan is also associated with the company and it increases awareness of potential customers (Sedláček 2009, 13).

1.3.4 Body copy

A body copy is yet another part of the advertisement text. The body copy usually delivers more information about the product, for example its parameters, specific features and qualities. The body copy is probably the most rationally-formed text in ads (Sedláček 2009, 14). Not every ad has a body copy and not every body copy has the same length. For example, ads on automotive industry or pharmacy belong to the ads with the long body copy as it is necessary to provide more information about these products.

1.3.5 Visual content

This thesis focuses on linguistic aspects of advertisements but it is also necessary to mention visual content of the ads. Text is often accompanied with an illustration. The image is responsible for the first impression the ad has on the receiver. The image is the first thing the receiver notices and most of all, it is also easy to remember it and create connotations of it (Sedláček 2009, 14). Visual content in ads often prevails over the verbal content.

2 GENDER STEREOTYPES, GENDER IDENTITY

This part of the thesis discusses the identity of women in advertisements. To better understand the topic of gender stereotypes and gender identity, this chapter outlines some of the relevant basic terms.

2.1 Gender

The term ‘gender’ has its origin in the Latin word ‘genus’, which translates as ‘kind’ (Trask 2007, 96). According to Dúbravská, the concept describes dissimilarities between the male and female population. These differences “are not set directly by the sex, but constructed by society” (Dúbravská 2010, 20). Křížek continues with the explanation of the difference between sex and gender. He claims that sex is biologically set, while the gender is created artificially (Křížek 2010, 9-16). According to these definitions, the terms ‘gender’ and ‘sex’ are not equal, and it is important to distinguish between them.

2.2 Stereotype

According to Baumeister, a stereotype is a “generalized belief about the characteristic of a group, and stereotyping represents the process of attributing these characteristics to particular individuals only because of their membership in the group” (2010, 345). In contrary, Dúbravská says that these stereotypes are embedded in society. She continues that “stereotypes are simplified images of groups of people” (Dúbravská 2010, 20).

2.3 Gender stereotypes

Vávra says that there are typical roles and stereotypes for both genders in advertising. According to him, the woman is often portrayed as a sexual symbol. In some cases, her portrayal is not even related to the promoted product and woman acts only as the embellishment of the ad. Woman is also pictured as a member of the weaker, subordinate sex. She is often even ignored in ads. The majority of ads display age-discrimination as they usually show only young beautiful ladies. The characteristics and attributes associated with advanced age, such as wrinkles, faultless skin and skin deficits are unwanted in advertising (Vávra 2010, 63-75).

This work focuses on status of women and the identity they represent. Women are usually portrayed in advertisement in roles that comply with social stereotypes; as ideal beauties, mothers and housekeepers, sex-symbols, and subordinate members of male-

female relationships. However, advertisements more and more often portray unconventional images of women: woman as self-sufficient and independent individuals.

2.4 Identity of Woman in Ads

Gender identities are “differing cultural and social roles that men and women inhabit, as well as the ways in which individuals experience those roles...” (Encyclopedia of Sex and Gender 2007, 614). Woman’s identity in ads is created in the first place by employees of a specific advertising company. Woman is often depicted in the idyllic projection of an ideal mother, wife and housekeeper. In many advertisements, a woman represents the ideal beauty. It might seem that the portrayed woman escapes the housekeeper role. However, in some way she remains subordinate. Vestergaard claims that women do not want to be ideal and beautiful for themselves, but they want to be attractive for men and fight for their favor (1985, 71-116).

3 DISCOURSE AND DISCOURSE ANALYSIS

Discourse is a branch of linguistics that focuses on language. However, as the following paragraphs reveal, discourse is not only about the linguistics. It includes also other branches, such as psychology, power studies, sociology, etc. Knowledge of discourse allows us to better understand how people communicate. It helps us to use language as good as we can (Rodney 2012, 2-31).

3.1 Discourse analysis

It is also important to remark what discourse analysis is. Gee defines it as “the study of language in use” (2014, 1). Discourse analysis studies language in every aspect of life – how people talk and interact and how they use language in particular situations. According to Rodney, language has multiple meanings. When people in a group talk to each other, everyone can have a different connotations of current communication. Also, our interpretation depends on our social background. It is not possible to talk about the latest medical discovery with someone who lives in a poor area without developed health care and health experts. The communication is efficient only if people know what they talk about. Use of a certain style of language creates a human identity. However, this feature often changes, because we adopt our language to a particular situation, for example our language is different when we talk to a teacher and to a friend. And last, but not least, discourse analysis is not only about the language. Discourse consists of many modes, such as mimics, gestures and even people’s appearances (Rodney 2012, 2-31).

3.1.1 Text

To understand the topic of a discourse, it is important to explain the terms text and context. One part of a discourse analysis is the text. According to Halliday, the text must have a meaning and it must make sense. In other words, the text is everything that has a meaning in a given context (Rodney 2012, 2-31).

3.1.2 Context

The term ‘context’ represents the background of the text. As Cook claims, the context is characterized by the occurrence of several factor, for example paralanguage, situation, co-text, participants, intertext, etc. (2001, 4). Without these factors, communication does not exist.

3.2 Genre

Genre is “a historically stable variety of text with conspicuous distinguishing features” (Trask 2007, 100). Another definition comes from Swales: “a class of communicative events which share some set of communicative purposes” (1990, 58). Both definitions say that the usage of the language differs among styles of communication. According to Cook, it is not easy to distinguish boundaries of a genre because it is often interconnected with others. Cook further argues that the genre is not only an issue of verbal content. It also incorporates non-verbal aspects (2001, 7).

A Christmas postcard, for example, tends to depict a cold, snowy winter, Christmas decorations or a Christmas dinner. It usually comes with a short poem or verbalized Christmas wishes. These are the features that create a genre of Christmas cards.

3.3 Discourse of advertising

Discourse is defined as “any connected piece of speech or writing in its social context” (Trask 2007, 76). As Cook says, the main aim of a discourse analysis is to analyze the language itself (the text), but context is also very important. They both create one coherent meaning for the reader. Cook then maintains that there are studies discussing only the language itself and also other studies that focus visual aspects and music. And then, there is the discourse analysis that takes into a consideration all aspects. Discourse is multimodal: apart from verbal communication, it employs also non-verbal communication, such as pictures and sounds (depending on media) (2001, 3).

3.3.1 Multimodal discourse analysis

In Cook’s interpretation, mode is “the choice between three means of communication: music, pictures and language” (Cook 2001, 42). However, this thesis deals with printed advertisement so only two modes are considered – language and pictures.

As examined above, the discourse analysis is not only about text. Based on the type of media, different modes may be used. In addition to the text, printed advertisements employ non-verbal communication, for example different types and styles of fonts, highlighted headlines, images, various colors, etc. All those modes together create a comprehensive complex of the message (Rodney 2012, 2-31).

3.4 Ideology

The term ideology is interpreted by Trask as “the set of beliefs underlying an utterance or discourse” (2007, 113). According to the theory that Halliday constructed, every time we use text, we also use three functions: ideational, interpersonal and textual. The first function, the ideational, represents the world. The second function, which constitutes social relationships, is called interpersonal. There is also textual function, which creates coherent and cohesive texts (Rodney 2012, 11-15).

4 VERBAL COMMUNICATION

Analysis of verbal communication is the main part of this thesis, so it is essential to explain the theoretical basis for later analysis. This chapter discussing the verbal communication is divided into three groups: stylistic and lexical devices, morphology and syntax.

4.1 Stylistic and lexical devices

As Miššíková claims, stylistics is a branch of linguistic that studies the style of language. The style is defined as “the manner of expression in writing or speaking” (Miššíková 2003, 18).

4.1.1 Alliteration

Alliteration is the occurrence of words with the same letter or sound at the onset of words (Miššíková 2003, 94). Bussmann defines it as “repetition of homophones accented, syllable-initial phonemes” (1996, 42). While Miššíková defines the alliteration from stylistic point of view, Bussmann’s definition is based on phonetics. Author of advertisement favor alliteration as it creates an artistic effect and easily gains readers’ attention.

4.1.2 Idioms

Idiom is “a group of words in a fixed order that have a particular meaning that is different from the meanings of each word on its own” (Cambridge Dictionaries Online 2016). Meaning of idioms cannot be deduced from the individual words and the idiom must be interpreted as one unit. For example, the idiom ‘hit the nail on the head’ does not have a connection with human head and not even with the nail. Its meaning is ‘to uncover something’.

4.1.3 Irony

“*Irony* is a stylistic device also based on the simultaneous realization of two logical meanings, dictionary and contextual, but the two meanings stand in the opposition to each other” (Miššíková 2003, 43). Irony may also be described thusly: “the use of words that are the opposite of what you really mean, in order to be amusing or show that you are annoyed” (Longman Dictionary of American English 2009, 547). Definitions agree that it

is a connection of opposite meanings in one sentence. For example, the sentence ‘It is really nice to gossip about your best friend’, is meant ironically due to use of ‘really nice’.

4.1.4 Hyperbole

Hyperbole is a “way of speaking or writing that makes someone or something sound bigger, better, more, etc. than they are” (Cambridge Dictionaries Online, 2016). It might be interpreted as an exaggeration of particular statement. For example, “I told you one thousand times that you should not do that.” In fact, the agent does not tell the same thing one thousand times, but he/she overstates it.

4.1.5 Metaphor

Metaphor is “based on a relationship of similarity between two objects or concepts” (Bussmann 1996, 774). It could also be explained as “a way of describing something by comparing something else that has similar qualities, without using the words ‘like’ or ‘as’” (Longman Dictionary of American English 2009, 636). According to these definitions, metaphor expresses some kind of similarity between the words. For example, the clause ‘Time is money’ is metaphorical.

4.1.6 Personification

Personification is “the representation of thing or a quality as a person” (Longman Dictionary of American English 2009, 746). Other definition says that it is “the description of an object or an idea as if it had human characteristics” (Cambridge Dictionaries Online, 2016). According to these definitions, personification is an attribution of human features to non-human objects. Personification might be used in advertising slogans to make them more interesting and memorable.

4.1.7 Puns

Another form of stylistic devices is pun. It is defined as “an amusing use of a word or phrase that has two meanings, or of words with the same sound but different meanings” (Longman Dictionary of American English 2009, 815). Another definition says it is a “humorous use of a word or phrase that has several meanings or that sounds like another word” (Cambridge Dictionaries Online, 2016). Puns are slightly connected with humor. Humor often present in advertisements because it may catch the reader’s attention.

4.1.8 Simile

Simile is a kind of comparison, when two objects of different classes are compared. It is important not to confuse it with ordinary comparison (Miššíková 2003, 47). The comparison is created by insertion of the words 'like' or 'as'. An example of simile is the sentence 'Kelly is busy as a bee.'

4.1.9 Word formation - Compounds

Compounds are the type of word-formations. The term 'compound' refers to "a word that combines two or more different words" (Cambridge Dictionaries Online, 2016). The result of 'compounding' might be written as one united word or two separate words. There is also other way to form a compound – to insert a dash into two words that create compound.

4.2 Morphology

Morphology, a branch of linguistics, studies structure of words. Morphology is divided into two groups: word formation and inflection (Trask 2007, 178). Both parts are crucial for the analysis in this thesis.

4.2.1 Contractions

Advertisements represent informal communication and often employ contractions so it is necessary to define them. Contraction is defined by Bussmann as "a process and result of the coalescence of two consecutive vowels into a single long vowel" (1996, 249). Contractions are used in informal texts and rather restricted in formal texts.

4.2.2 Parts of speech

Parts of speech are the categories of words, which we use in written or spoken language. It is important to define what parts of speech exist: "noun, pronoun, verb, adjective, adverb, preposition, conjunction and interjection" (Richards 2010, 423). Every part of speech is specific and has different function. Following four parts of speech often appear in advertisements.

4.2.2.1 Nouns

A noun is "a word that refers to a person, place, thing, event, substance or quality" (Cambridge Dictionaries Online, 2016). It might be also defined as "a word which can occur as the subject or object of the verb or the object of a preposition" (Richards 2010,

402). While one definition refers to the content and the meaning of the word, other definition describes it in morphological terms. Together with verbs, nouns are the basis of our language.

4.2.2.2 Adjectives

An adjective is a part of speech which describes “the thing, quality, state, or action which a noun refers to” (Richards 2010, 12). In advertisements, adjectives are used frequently. They help to create effective ad slogan or body copy, highlight positive values of the product and leave a good impact on the receiver.

4.2.2.2.1 Comparative and Superlative expressions

Comparative and superlative expressions are formed from adjectives using inflection. Crystal distinguishes three forms of adjectives: base, comparative and superlative. Base form consists of adjective only. Comparatives are formed by adjective plus inflection –er, and superlatives are formed using the adjective plus inflection –est. Longer adjectives, such as the word “successful”, employ “more” to express the comparative, and “the most” to form the superlative (2003, 199).

4.2.2.3 Pronouns

Pronouns refer to a certain unidentified object. The dictionary ‘Cambridge Dictionaries Online’ gives an explanation of pronoun: “the word that is used instead of a noun or a noun phrase” (Cambridge Dictionaries Online, 2016). Similar definition comes from Richards: “a word which may replace a noun or noun phrase” (Richards 2010, 468). Pronouns could be divided into specific groups, such as personal, possessive, demonstrative or interrogative pronouns (Richards 2010, 489). There are genres which tend to use particular form of pronouns and personal pronouns in all their forms are typical of advertisements. According to Cook, the most frequent personal pronoun in ads is “you”, which refers usually to the potential customer. He adds that this pronoun (‘you’) might have a multiple meaning in sense of who is considered as target. As it was written above, ‘you’ could be the potential customer, but also someone who is displayed in the illustration. This is called ‘double exophora’ (2001, 157-159). In practical part, mostly personal and possessive pronouns are analyzed.

4.2.2.4 Verbs

Verbs fall into the category of the most important word classes. The term ‘verb’ refers to “a word or phrase that describes an action, condition, or experience” (Cambridge Dictionaries Online, 2016). Verb appears in the form of predicate and has five grammatical categories: aspect, person, mood, number and tense (Richards 2010, 625).

4.3 Syntax

Another linguistic field is syntax. In contrast to morphology that deals with structure of the words, syntax studies the entire sentences (Trask 2007, 289). According to Bussman, syntax is a “subcategory of the grammar of natural languages: a system of rules which describe how all well-formed sentences of a language can be derived from basic elements” (1996, 1169). While morphology deals with words, syntax studies whole sentences.

4.3.1 Ellipsis

Ellipsis is omission of certain parts of the sentence (Miššíková 2003, 67). There are two main reasons why ellipsis is used. First, every advertized word is paid and every advertiser has a limited budget so he obviously wants to reduce the expenses. Second, superfluous words take away attention (Cook 2001, 171-172). For example, in the sentence “Could I offer you a cigarette?”, it is enough to only ask “Cigarette?”

4.3.2 Imperative clauses and sentences

The term “imperative” came from the Latin “imperatus”, which means “to command”. In figurative sense, it could be interpreted as a command, as something we must do immediately (Longman Dictionary of American English 2009, 513). Imperative clauses are an integral part of advertisements. Use of commands incites the receiver to action and that is why it is frequently used in adverts.

4.3.3 Interrogative clauses and sentences

Interrogative clauses and sentences are basically questions. Bussmann claims that they are defined by several factors: interrogative pronoun, intonation, particle or verb position. This type of questions engages the receiver in the communication – there is an expectation of reciprocal communication (1996, 589). In some questions the answer is not required. These questions are called rhetorical questions. It is „a question, asked in order to make a

statement that does not expect an answer” (Cambridge Dictionaries Online, 2016). Rhetorical questions in advertisements involve the reader to communication.

4.3.4 Direct and indirect speech

To use the direct speech means to “repeat what someone has said using exactly the words they used” (Cambridge Dictionaries Online, 2016). Direct speech is marked with quotation marks at the beginning and at the end of the sentence. In contrary, indirect speech is “the act of reporting something that was said, but not using exactly the same words” (Cambridge Dictionaries Online, 2016).

5 NON – VERBAL, VISUAL COMMUNICATION

In printed ads, beyond verbal communication, visual communication appears as well. It carries just as important and relevant information as the verbal communication. Visual communication is considered to be an effective tool thanks to its universality. Visual tools are understandable for the most people all over the world, regardless of the language that people use. Reception of the message is very fast and it is easy to remember it. (Cook 2001, 28-64). The main disadvantage of non-verbal communication is inaccuracy, because the image can evoke different thoughts in different people which are again different from what the author of the ad has intended.

According to Dyer, non-verbal communication helps to persuade the potential customer. He claims that “by using characters and scenes which can be stereotypically identified, the spectator is drawn into the ad” (1990, 96). When the attention of receiver (spectator) is gained it is easier to manipulate him.

5.1 Font type

Font should be as legible as possible as it enables the reader to process the text quickly. The reader does not perceive each letter of the text separately, but the words and phrases as a whole, so it is necessary maintain certain temperance in the written expression. Use of different fonts should be avoided in order to provide rapid transmission of information. According to Vysekalová, fonts could also have an impact on human emotions. As an example she says that rounded font has a calming effect on the reader, while the angular font evokes a feeling of authority and dignity (2012, 164).

5.2 Illustrations

In Vysekalová’s view, usage of pictures in advertisements could be divided into three groups:

- “Volné obrazové asociace” = Random association of pictures
- “Obrazové analogie” = Picture analogies
- “Obrazové metaforý” = Picture metaphors (2012, 165).

In first group, the pictures might be used without any connection to the context. Logical and meaningful connections appear in picture analogies. Advertised product is

compared with a particular object in order to acquire the features of it. In the third group of pictures, the product is on the same level as the object (Vysekalová 2012, 165).

5.2.1 Other advertisement devices

According to Vysekalová, there are several themes in advertisements that can attract the receiver's attention. These themes are combinations of visual and verbal communication. First, there is a theme of fear. Fear is an effective tool to approach a potential customer. Second, advertisements often engage of erotica. Vysekalová claims that there are differences between perceptions of nakedness in ads. While fashion or cosmetics advertisements that show nakedness are accepted by most people, nudity not related to the advertisement (for example nudity in car ads) is not tolerated. The reason of this perception is simple: when nudity is not related to the topic of advertisement, the aim of the 'nude body' is not artistic and is there only to attract customers. Humor can easily catch attention and make the advertisement easy to remember. However, bad, tasteless or vulgar choice of humor might have negative effect on company's image (2012, 173-179).

II. ANALYSIS

6 IDENTITY OF A WOMAN IN ADS

In this part of the bachelor thesis I deal with the analysis of particular advertisements. All used advertisements appeared in printed form in magazines, but I founded them at the Internet or Internet advertisement database. Advertisements show a woman as the main actor. Individual advertisements are analyzed in groups divided according to the role of the woman.

The corpus analyzed in this part of the thesis consists of forty-five advertisements. The content is as follows: 40 per cent of advertisements display a woman as a housewife and mother, approximately 38 per cent show the ideal beauty of a woman and 22 per cent of them have a sexual context. The aim is to discover what linguistic features are typical for each kind of woman role and to prove that these features differ in each role. The corpus underwent syntactical, morphological and stylistic analysis. Visual content as a part of discourse analysis is also mentioned there. The research corpus is attached as 'Appendix I' which is the part of this thesis.

7 WOMAN AS A HOUSEWIFE AND MOTHER

A woman portrayed in the role of a housewife and mother appears in forty per cent of the selected corpus. It might be said that this role is typical of woman, as well as the means of expression used in connection with this role.

7.1 Morphology

Morphology studies the structure of the word so it is essential that some morphological devices appear in advertisements. In this part of the corpus focused on identity of a woman mostly nouns, adjectives, pronouns, comparatives and superlatives, contractions and compounds appeared.

7.1.1 Nouns

Nouns are used in every analyzed advertisement of this category. The words do not repeat in these ads so it is not possible to draw a conclusion. However, the selection of the words attests to a large scale of activities women do and also to things women are usually connected to.

- *E.g.: power, stains, cooking, life, breakfast, help, microwave, dinner, meal, ties, threads, health, day, job, surface, purpose, dirt, etc...*

7.1.2 Adjectives

In this category of ads positive adjectives often appear. Adjectives are words which are expressing the features of nouns. Using adjectives in ads is connected with positive values of a particular product, e.g.:

- *For a brilliant white like a new (Perwoll) (29)*
- *My new Persil Expert for the best Persil Performance ever (Persil) (19)*
- *Behind every successful woman is her microwave. (Lean Cuisine) (26)*
- *Best oily grease removal (Fairy) (17)*

The corpus shows that women in the role of mothers and housewives tend to use adjectives with positive meaning. Also words such as new, best, etc. have an incredible power in consumer buying behavior.

7.1.2.1 Comparatives and superlatives

Comparatives and superlatives are used to compare features of particular things. They are formed by adjectives and corresponding suffixes (-er, -est) or prefixes (more, most). In some cases the words are irregular and require special linguistic amendments (such as good-better-the best).

- *Make life more meaningful... (Iskandar Investment) (12)*
- *For a healthier house and happier home (Clorox) (09)*
- *Discover a fresher world (Downy) (18)*
- *My new Persil Expert for the best Persil Performance ever (Persil) (19)*
- *Best oily grease removal (Fairy) (17)*
- *It offers the quietest operation and largest filtration area (Broan Evolution) (21)*

7.1.3 Pronouns

Other devices which emerge in ads are personal and possessive pronouns. Pronouns are the words which can stand in position of nouns. In the selected corpus e.g. the personal pronoun “we” (also in the objective form of “us”), or the personal pronoun “you” are present:

- *Because we care about your hands just as much as you do (SensiFree) (28)*
- *Family ties are the threads that bind us together. (Iskandar Investment) (12)*
- *Only Cotonelle has Clean Ripple texture to get you clean... (Cotonelle) (13)*
- *At breakfast, you can use all the help you can get (Nutella) (36)*
- *A healthy North Carolina starts with you. (Bluecross BlueShield of North Carolina) (40)*

While the personal pronoun “we” refers to the family of fictional character in the ad, “you” refers to the receiver of the advertisement. The personal pronoun “we” is specific for the role of mother and housewife and it refers to the fact that women tend to have strong family ties.

Possessive pronouns “my” and “her” also appeared there. The pronoun “my” is used only just once, while “her” appears twice.

- *My new Persil Expert for best Persil Performance ever (Persil) (19)*
- *A lot is riding on her health. (BlueCross BlueShield of North Carolina)(40)*
- *Behind every successful woman is her microwave (LeanCuisine) (26)*

7.1.4 Contractions

Contractions are frequently used device in this section of ads. They usually evoke informal, friendly atmosphere in the advertisements.

- *Let's face it (Lysol) (07)*
- *Powerful drop that's hard to stop (Fairy) (17)*
- *That's why there's Nutella. (Nutella) (36)*
- *They're microwaved in minute... (LeanCuisine) (26)*
- *You'll always have a nutritious and delicious meat... (LeanCuisine) (26)*

However, not only informality might be evoked by contractions. Contraction is a way of shortening words and when words are shorter it saves time. And having more time is a thing that housewives and mothers appreciate most of all.

7.1.5 Compounds

Compounds are a type of word formation. They join words together to create a new word with a new meaning. In the advertisement texts there appear compounds consisting of an adjective and a noun (26, 36), two nouns (12) or two adjectives (28).

- | | |
|---|-------------------------------|
| ○ Microwave (LeanCuisine) (26) | micro (a) + wave (n) = N |
| ○ Relationship (Iskandar investment) (12) | relation (n) + ship (n) = N |
| ○ Breakfast (Nutella) (36) | break (n) + fast (a) = N |
| ○ HypoAllergenic (SensiFree) (28) | hypo (a) + allergenic (a) = A |

These compounds are frequently used in spoken and written language, therefore we are not even aware of them.

7.2 Syntax

While analyzing the syntactical structure of these advertisements more than one syntactical issue emerged. In this category of ads ellipsis, imperative and interrogative sentences appear.

7.2.1 Ellipsis

Ellipsis is an omission of a part of the sentence or clause. In these ads mostly slogans are elliptical. The analysis shows that ellipsis appears in various positions in sentences. In some slogans the missing parts are in position of subject or predicate (or both):

- *For a brilliant white like new (Perwoll) (29)*
- *Concentrated power against tough stains! (Persil) (39)*
- *My new Persil Expert for best Performance ever (Persil) (19)*

Ellipsis makes the statement more expressive, because it makes the unnecessary words disappear.

7.2.2 Imperative clauses and sentences

Imperative is typical for this kind of advertisements. In connection with their theme (woman as a housewife and mother) the imperative induces the feeling of subordination of woman in the household.

- *This Mother's day, get back to the job that really matters.(Mr. Clean) (31)*
- *Discover a fresher world right inside your closet! (Downy) (18)*
- *Go Cotonelle, Go commando (Cotonelle) (13)*
- *Clean with Clorox (Clorox) (09)*
- *Learn more at bcbsnc.com (BlueCross BlueShield of North Carolina) (40)*
- *Illuminate the possibilities (Broan Evolution) (21)*

7.2.3 Interrogative sentences

Interrogative sentences are questions which involve the receiver in the communication. However, interrogative sentences do not always require an answer. These questions are called rhetorical and appear in the advertisements quite often. Nevertheless, interrogative sentences are not frequent in this type of advertisements. They appear only in one case:

- *Whose hand are you holding? (Dettol) (16)*

Such a rhetorical question forces the receiver to think about the advertised issue and involves the receiver in communication.

7.3 Stylistics devices

According to the selected corpus, alliteration is a frequent feature in ads. Alliteration is repeating of same sounds or letters at the beginning of the words. It makes the text more interesting, catchy and memorable. To prove its existence in the corpus there are some examples presented:

- *For a healthier house and happier home (Clorox) (09)*

- *Clean with Clorox. (Clorox) (09)*
- *My new Persil Expert for best Persil Performance ever (Persil) (19)*
- *Premium Protection. (Pampers) (38)*

Repeating the same letters at the beginning of the word might sound a little bit literary but it seems women tend to use such language. I personally consider the alliteration an emphatic device that might gain the attention of a receiver. It might also set the pace of slogan and establish a particular rhythm.

7.3.1 Simile

Simile is a form of comparison that uses “like” or “as” in order to compare two clauses. It is used for a better projection of the statement. Usually, the unknown information is supported by the general-knowledge information in comparison. These are examples from the corpus:

- *For a brilliant white like new (Perwoll) (29)*
- *...Working moms like Anna are healthy... (BlueCross BlueShield of North Carolina) (40)*
- *Because we care about your hands just as much as you do (SensiFree) (28)*

7.3.2 Metaphor

Metaphor is also a kind of comparison. Contrary to simile it does not use any special words such as “like” or “as”. As simile, it evokes various associations in the readers and helps them to understand better what the sender wanted to say.

- *Kids are basically big piles of dirt. (Lysol) (07)*

Both similes and metaphors are stylistic devices of comparison which extend the meaning of a statement. Using a comparison helps accurate transmission of the meaning.

7.3.3 Repetition

Repetition is another device which is frequently used in ads. It is recurrence of the same words in a clause or sentence and its aim is to emphasize the main message:

- *Go cottonelle go commando (Cottonelle) (13)*
- *Multi surface multi purpose (Lysol) (07)*

The aim of repetition is to emphasize the meaning of a statement and evoke attention in the receiver. Even though repetition appears in this part of the corpus, it is not so common.

7.3.4 Personification

As written in the theoretical part, personification is a stylistic device. It attributes human features to non-human and inanimate things. In my opinion, it appears in women advertisements because many women tend to use flowery vocabulary and personification is one part of it.

- *Light awakens the senses and brings your cooking to life. (Broan Evolution) (21)*
- *A lot is riding on her health. (BlueCross BlueShield of North Carolina) (40)*

7.4 Stereotypes

Stereotypes are beliefs and views on attributes and features that are related to a certain social group. These stereotypes are constructed by the society. A stereotyped social group might be even discriminated, mocked or underestimated. The following slogans are examples of women stereotypes in these advertisements:

- *This Mother's Day, Get Back To the Job That Really Matters (Mr. Clean) (31)*
- *Everyday is mother's day (Ala) (10)*
- *Behind every successful woman is her microwave (LeanCuisine) (26)*

The sources of the first two slogans are advertisements that promote cleaning products. Slogans are expressing that the cleaning and tidying is a purely female issue and the only job women do well. The third example claims that a woman achieves success through cooking (and the microwave). The stereotypes of women as housewives and cooks are embedded in our society.

7.5 Illustration – context meaning

When analyzing the visual content of advertisement of this category, it is visible at the first sight that the object of ads – the woman – often smiles. Analysis shows that illustrations portray a satisfied, broadly smiling woman. That induces a feeling or assumption that the woman is excited about cooking, cleaning the house and looking after children. As an example the ads (40), (26), (09), (04) and (31) might be quoted.

7.6 Summary

The analysis of the corpus that shows the woman as a housewife and mother proves that this part of the corpus is rich in comparatives and superlatives, which appear in 60 per cent of research corpus. Compounds were found in the ads (23) and (24). The use of the pronoun “we” which refers to the fictional character’s (woman’s) family might be considered a unique feature.

8 WOMAN AND THE IDEAL BEAUTY CONCEPT

The ideal beauty concept shows woman as a thin woman with ideal skin without blemishes, nice hair and ideal body measures. I personally think women are not creators of this ideal beauty concept. This ideal beauty concept was dreamed-of by their partners and husbands. And because women strive for their attention they started to respect this ideal beauty concept.

8.1 Morphology

From the morphological point of view the following devices appear: nouns and adjectives, comparatives and superlatives, pronouns, contractions and compounds.

8.1.1 Nouns and adjectives

Nouns and adjectives are the main parts of the ads. However, their effect is not always the same. Mostly in cosmetic advertisement they might be divided into positive and negative words. Positive nouns and adjectives are connected with features of the product while negative words evoke fear and threaten the customer. That is also one of the techniques attracting the attention of the receiver. The following words provide evidence for that:

- *Positive meaning – beautiful, exclusive, power, repair, clinical results*
- *Negative meaning – wrinkles, pores, ageing, stress, damage*

The producer wants to persuade their potential customer through emotions. A good example might be the ad for a women's day lotion. The text of the ad is full of beauty-negative nouns and adjectives – wrinkles, old, pores, damaged. With the purchase of their product (their day lotion) all of these disappear and only beauty remains.

In contrary, positive nouns and positive adjectives are used to highlight and to emphasize the beauty that customer might achieve with purchase of the product. Producers also compare their product with competitors' by using comparatives.

8.1.1.1 Comparatives and superlatives

Comparatives and superlatives are formed by an adjective and a suitable suffix. It carries the meaning that the product is better than another (comparatives) or is the best of all (superlatives).

- *Get 7 benefits in 1 for younger looking skin. (Olay) (37)*

- *More than smoothing... (L'oréal) (05)*
- *Healthier looking skin (Aveeno) (20)*
- *Your best beautiful (Olay)(37)*
- *Get 4x brighter eyes (Covergirl) (02)*

It probably means that the purchase of the promoted products improves current situation of customer (lot of wrinkles, old-looking unhealthy skin...). This kind of comparative phrases often appear in ads often. By comparing one thing to another we elevate and emphasize the positive value of the product. As the corpus shows, women tend to use these comparatives and superlatives. The explication might be that they prefer to connote and interpret the meaning by themselves rather than receive given information with intricate meaning.

8.2 Pronouns

In this type of advertisement many personal pronouns appear. In case of direct speeches the pronoun “I” is used. In other cases the pronoun “you” appears; it refers to the receiver and establishes a contact with him/her.

- *If you could see inside your skin you'd protect it. (Nivea) (34)*
- *You've never felt makeup like this before. (Revlon) (22)*
- *You'll find a way. (23)*

Pronoun “I” refers to the fictional character that appears in the ad. It might mean that he/she is sharing their personal opinion with the receiver or that he/she calls attention to his/her beauty.

- *“Do I see a difference? Every day.” Andie MacDowell (L'oréal) (05)*
- *“I'm not an airbrushed girl, I just want to look it.” (Olay) (37)*
- *“Now I fight 7 signs of ageing with more power, not more steps.” Thandie Newton (Olay) (04)*

Pronouns that refer to possession (possessive pronouns) also appear:

- *Light up your eyes (Covergirl) (02)*
- *Choose your own path to happiness. (Lancome) (03)*
- *Unveil your sensuality (Lancome) (11)*

8.2.1 Contractions

Contractions are one of the signs of informal text. There is a major reason why to use informal expressions in advertisements – to establish a friendly relationship with the receiver. This friendly impression which the advertisement leaves increases reliability. And this credibility might be a decisive factor in consumer buying behavior.

- *If you could see inside your skin you'd protect it (Nivea) (34)*
- *Challenge what's possible (Olay) (04)*
- *...you'll see clinical results... (Loreal) (05)*
- *I'm not an airbrushed kinda girl...(Olay)(37)*
- *You've never felt makeup like this before (Revlon) (22)*
- *You'll find a way (23)*

8.3 Compounds

Compound is a type of word formation process. It merges more words in one unity. Compounds often appear in this type of ads, in various forms and combinations such as:

- *Out – moisturizes (Olay) (04)*
- *Deep – set wrinkles (L'oréal)(05)*
- *Airbrushed (Olay) (37)*
- *Colorstay (Revlon) (22)*
- *Lightweight (Revlon)(22)*

8.4 Syntax

It is also possible also to find some special syntactical structures there, for example imperative sentences and direct speech.

8.4.1 Imperative clauses and sentences

In this category of ads imperative also appears. However, it does not evoke negative connotations such as in previous category.

- *Boost your skin's own ability to protect itself from environmental stress and damage (Nivea) (35)*
- *Light up your eyes (Covergirl) (02)*
- *Choose your own path to happiness (Lancome) (03)*

- *See the beautiful difference (Aveeno) (20)*
- *Go on the offensive (Morgan) (30)*
- *Unveil your sensuality (Lancome) (11)*
- *Cover up when the sun is strong (Nivea) (34)*

In this case, the use of imperative clause in beauty ads is not a kind of command, but appeal or invitation to purchase the product.

8.4.2 Direct speech and indirect speech

As written in the theoretical part, direct speech is a sentence/sentences which are exactly (in the same words) reproducing the statement that someone already said. It might be characterized by quotation marks. Direct speech is a feature which appears in advertisement where celebrities appear and they recommend advertised products.

- *“Do I see a difference? Every day.” Andie MacDowell (L’oréal)(05)*
- *“I’m not an airbrushed girl, I just want to look it.” (Olay) (37)*
- *“Now I fight 7 signs of ageing with more power, not more steps.” Thandie Newton (Olay) (04)*

8.5 Stylistic devices

In the advertisement texts it is possible to find various stylistic devices. This part of the thesis will discuss repetition, personification, pun, irony, metaphor and simile.

8.5.1 Personification

As it was written, personification is a stylistic device that assigns human attributes to an inhuman creature. These are examples from the text:

- Inspired by the way skin works (Nivea) (35)
- The new skinny can (Diet Pepsi) (01)

The words “to work” and “skinny” are associated mostly with people, but in these examples are connected with inhuman things.

8.6 Visual content

Beauty is expressed in the advertisements used by many factors. In advertisements (37), (20), (22), (35), (34), (04), (05), (03), (02) the face was the key area of attention. These are

mostly advertisements of the face skin cosmetics. The skin tends to be bright, healthy and without blemishes. Women in these ads are mostly long-haired, with distinctive cheek bones. On the contrary, there were also ads which depicted whole body – ads of the fashion products. The woman are portrayed as slim and tall there, e. g. ads no. (25), (30), (11) and (32).

One of these advertisements breaks the rules of the concept of ideal beauty. It is an advertisement of a Dove campaign (15), where the women are shown in their natural beauty – probably without make-up, not styled and not thin.

8.7 Summary

To sum it up, advertisements that portray the woman in the ideal beauty concept tend to use various language devices, such as contractions, compounds, imperatives or comparatives and superlatives. In this section of ads we can observe that nouns and adjectives appear in two forms – with positive and negative meaning. Also, the personal pronoun “I” appears there. As it was written, it refers to the fictional character and calls attention to the beauty of the fictional character.

9 WOMAN AS A SEXUAL OBJECT

Women are also portrayed as sexual objects. There are many reasons why the ad creator depicts women in a sexual context. In most cases, she is only the beauty complement of the promoted product. It might gain the attention of the receiver easily.

Woman portrayed as a sexual object appears in 10 advertisements. That is about 22 per cent of the whole corpus.

9.1 Morphology

Morphological devices appear in this category of advertisements. In this part of the corpus focused on identity of a woman as a sexual object mostly contractions, nouns and pronouns appear.

9.1.1 Nouns and adjectives

The majority of the nouns and adjectives that are used in these ads are rather neutral. Because a wide range of products was advertised in this category, it is not possible to summarize them as a whole. Some of the words of these categories appear more than twice:

- *'Real'* (43), (43), (43)
- *'New'* (27), (33)
- *'Super'* (42), (42)

These words are typical for advertising. Words such these could easily gain the attention of the receiver.

9.1.2 Pronouns

Personal pronouns are frequently used in these ads. Pronoun 'you' appears five times in ads (43), (43), (42), (14), (27), and it refers to the receiver. Personal pronoun "she" is present twice (14), (14) as well as the pronoun 'it' (14), (42).

9.1.3 Contractions

Contractions as the signs of informality are also present in these ads. The research shows that they appear in 40 per cent of ads.

- *There's no going back (Lexus)* (27)

- *It'll blow your mind away (Burger King) (42)*
- *She'll tell you size doesn't matter. (Carl's Jr.) (14)*
- *She's lying. (Carl's Jr.) (14)*
- *They're fresh cut (New York Fries) (43)*

The informal language might correspond with the portrayal of the woman. She is depicted there as a non-complicated, simple creature so used vocabulary might be adjusted to her appearance.

9.1.4 Comparatives and superlatives

Comparatives and superlatives rarely occur in these ads.

- *The most connected information and communication technology (27)*

9.1.5 Compounds

Compound, which is a kind of word formation, appeared in this category of ads. However, it was not so common. These are examples of compounds from the ads:

- *Gentlemen (27)*
- *Bull-riding (06)*

9.2 Syntax

9.2.1 Imperative clauses and sentences

Imperative clauses and sentences are the main syntactical features observed. They encourage the receiver into action.

- *Fit your desire for something long, juicy and flame-grilled (42)*
- *Gentlemen, start your iPhones. (27)*
- *Boycot the Bull-Riding World Cup (06)*

9.3 Stylistics

Analyzed advertisements of this category are rich in double entendre, but also alliteration and puns there appear.

9.3.1 Double entendre

Analysis of advertisements of this category shows that the ambiguity is a frequent characteristic of these commercials. The double entendre is present in more than eighty per cent ads of this category and is often connected with the visual content of the ads.

- *Burger King – Fast Food Advertisement (42)*
- *‘It’ll blow your mind’*

The slogan which announces fast food says ‘It’ll blow your mind’. The expression ‘blow your mind’ is defined by Cambridge Dictionaries Online as slang formulation with the following meaning: “to find something very exciting and unusual” (2016). However, in connection with the illustration it might refer to something else that a burger.

- *Four – Alcohol Beverage Advertisement*
- *‘Nice cans’ (45)*

Advertisement on alcohol beverages proclaims the slogan ‘Nice cans’. Without the context, the receiver does not think anything special about this slogan. However, the text is accompanied by the picture that displays a woman with a huge cleavage which is approximately in the middle of the ad. Actually, the expression “nice cans” has two meanings. The online dictionary ‘Cambridge Dictionaries Online’ defines the word ‘can’ as “a closed metal container, especially cylinder-shaped, in which some types of drink and food are sold” (2016). Alcohol beverages are produced in these ‘containers’. However, the clause ‘nice cans’ also has a slang interpretation – to have ‘a nice breast’.

- *Nissan – Car Advertisement (33)*
- *‘The new electric toy.’*

The slogan which says “The new electric toy” might not only refer to the new car that the ad promotes. A young beautiful woman in her lingerie is depicted here and it might have a double meaning – the new sexual electric toy.

9.3.2 Alliteration

Alliteration does not appear in this type of the advertisement frequently. The reason of it might be that this type of ads focuses on visual means rather than lexical means.

- *Real. Fresh. Fries. (43)*

9.4 Visual content

The visual content in all cases is irrelevant to the product. The depiction of the woman has nothing in common with the product. It is connected only by the with double entendre meaning. In 30 per cent of advertisements it looks that the woman was not portrayed as a human but as inanimate object. It is proved by the ads (42), (44), (45), where only parts of woman's body appear. Nakedness, even partial, was present in 80 per cent of ads in this category. Woman wears only bikini or shamelessly short clothes. It might appeal to male population and catch their attention. All the analyzed ads of this category promoted products used mostly by the other sex. Fast-food, beer, cars, Bull-riding World Cup – these are mostly matters of men. It proves that women are often depicted only as beauty complements of the promoted product.

9.5 Summary

To sum it up, in this category of ads imperatives, compounds, contractions and stylistic devices appear. The contractions are frequently used devices that are present in 40 per cent of these ads. When we are talking about stylistic devices, the most frequent device is the double entendre which appears in 80 per cent of the ads.

CONCLUSION

The hypothesis of the work is that there are differences between the devices used in advertisements according to the role in which the woman is portrayed. These devices were thoroughly described in the theoretical part. Thus, the corpus was analyzed in the practical part.

The data collected from the research corpus partially supports the given hypothesis in several areas of research. The analysis showed that the main feature of advertisements which show the woman as a housewife and mother is imperative. Also the personal pronoun “we” appears in ads showing the woman as a housewife and mother and it probably refers to her family. The typical feature of the ads that display woman as a sexual object are double entendre and contractions. No personal pronouns (except for I) were found in the ads showing the woman as a sexual object which testifies that women are basically only embellishments of these ads. The most frequent devices which are connected with a woman and the ideal beauty concept are nouns, direct speech and compounds. Essentially, the nouns are primary devices of the advertisements. However, in this kind of ads nouns with positive and negative meaning are used on purpose. The positive meaning is connected with the attributes of the product while the negative nouns and adjectives evoke fear in the customers and make them purchase the product. Personal pronoun “I” appeared also in the ads related to beauty.

My research shows that there are also devices that are shared by all analyzed advertisements. Findings conclude that women’s stereotypes are a common feature appearing in advertisements.

The research partially confirmed this hypothesis, because there is evidence of typical devices which appear only in particular advertisements. However, there are also devices that do not differ and are used in all the corpus categories.

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APPENDICES

P I Printed advertisements

APPENDIX P I: PRINTED ADVERTISEMENTS



Woman in Ads (01)

<https://dig3286summer14.files.wordpress.com/2014/05/sofia-s-diet-pepsi-print-ad-sofia-vergara-23583831-600-813.jpg?w=676>

COVERGIRL
RIHANNA

LIGHT UP YOUR EYES
NEW EXACT EYELIGHTS MASCARA
Get 4x brighter eyes*

Brighten the color of your eyes while you define lashes. How? Exact Eyelights has light-reflecting metallics and a hint of tint and bring out your blues, browns, hazels and greens in the blink of an eye. Put your eyes in their best light with CoverGirl Exact Eyelights, in four eye-lighting shades. *Always use eye makeup with care. See back panel for details.*

IGNITE YOUR BEAUTIFUL! SHOP NOW AT COVERGIRL.COM/EXACT

©2011 CoverGirl. All rights reserved. COVERGIRL

The advertisement features a close-up portrait of Rihanna with her eyes looking slightly to the side. She is wearing a gold stud earring. In the bottom left corner, there is a product shot of the Exact Eyelights Mascara tube and its wand. The tube is silver with a black band and has the brand name 'exacteyelights' printed on it. The background is a soft, out-of-focus light color.

Woman in Ads (02)

<http://www.celebrityendorsementads.com/celebrity-endorsements/celebrities/rihanna/images/rihanna-covergirl-mascara.jpg>



The new Eau de Parfum

La vie est belle

Life is beautiful.
Choose your own path to happiness.

Discover at Lancome.com

LANCÔME

PARIS

Woman in Ads (03)

https://mollypetrone.files.wordpress.com/2014/09/img_0363.jpg

OLAY
TOTAL effects

OUT-MOISTURISES THE LEADING COMPETITOR CREAM + SERUM 2-IN-1

"Now I fight 7 signs of ageing with more power, not more steps."
Thandie Newton

NEW OLAY TOTAL EFFECTS MOISTURISER + SERUM DUO
OLAY. CHALLENGE WHAT'S POSSIBLE.™

FOR BEAUTY TIPS VISIT
beautyrecommended.com

BR

*hydration study vs. UK market leader (IRI Jan-Jun 2012)

Woman in Ads (04)

<http://pzrservices.typepad.com/.a/6a00d83451ccbc69e2019aff5e55e7970c-400wi>

L' O R É A L PARIS

DERMO-EXPERTISE

Give us 8 weeks,
you'll see clinical results
on **DEEP-SET WRINKLES.**

NEW Advanced
REVITALIFT®
DEEP-SET WRINKLE REPAIR
Intensive Restoring Lotion

**MORE THAN SMOOTHING,
ADVANCED REPAIR:**

For real results on deep-set
wrinkles* Pro-Retinal A +
Fiber-Restoring Complex.

CLINICAL RESULTS:

Used daily, see reduced
brow lines, forehead lines,
and mouth lines.



CLINICAL TEST ON DEEP-SET WRINKLES
Women aged 45-65



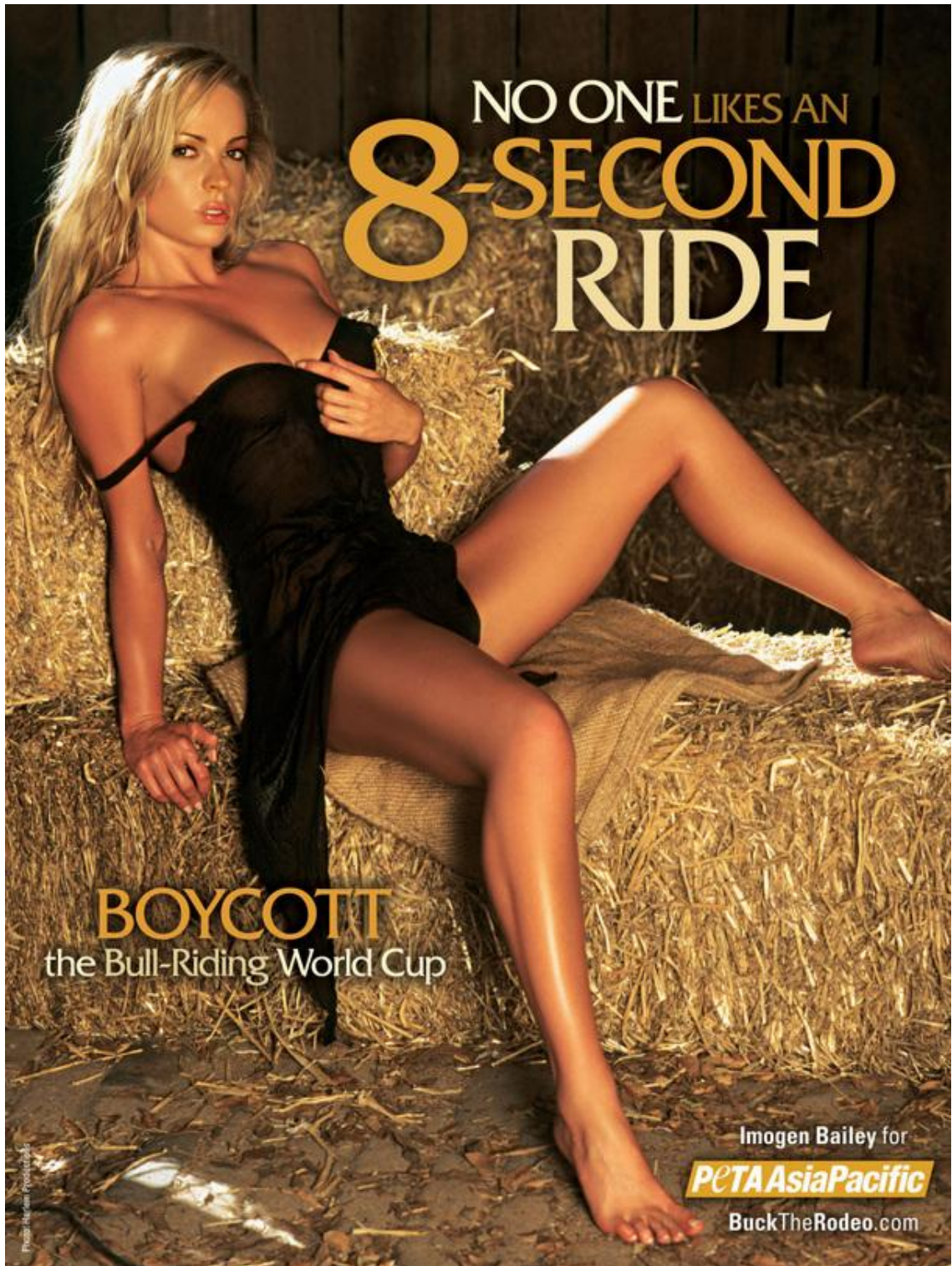
"Do I see a difference? Every day!"
Annie MacDowell

www.lorealparis.com
*with 8 week skin study
©2009 L'Oréal USA, Inc.

L'ORÉAL
PARIS
Because you're worth it™

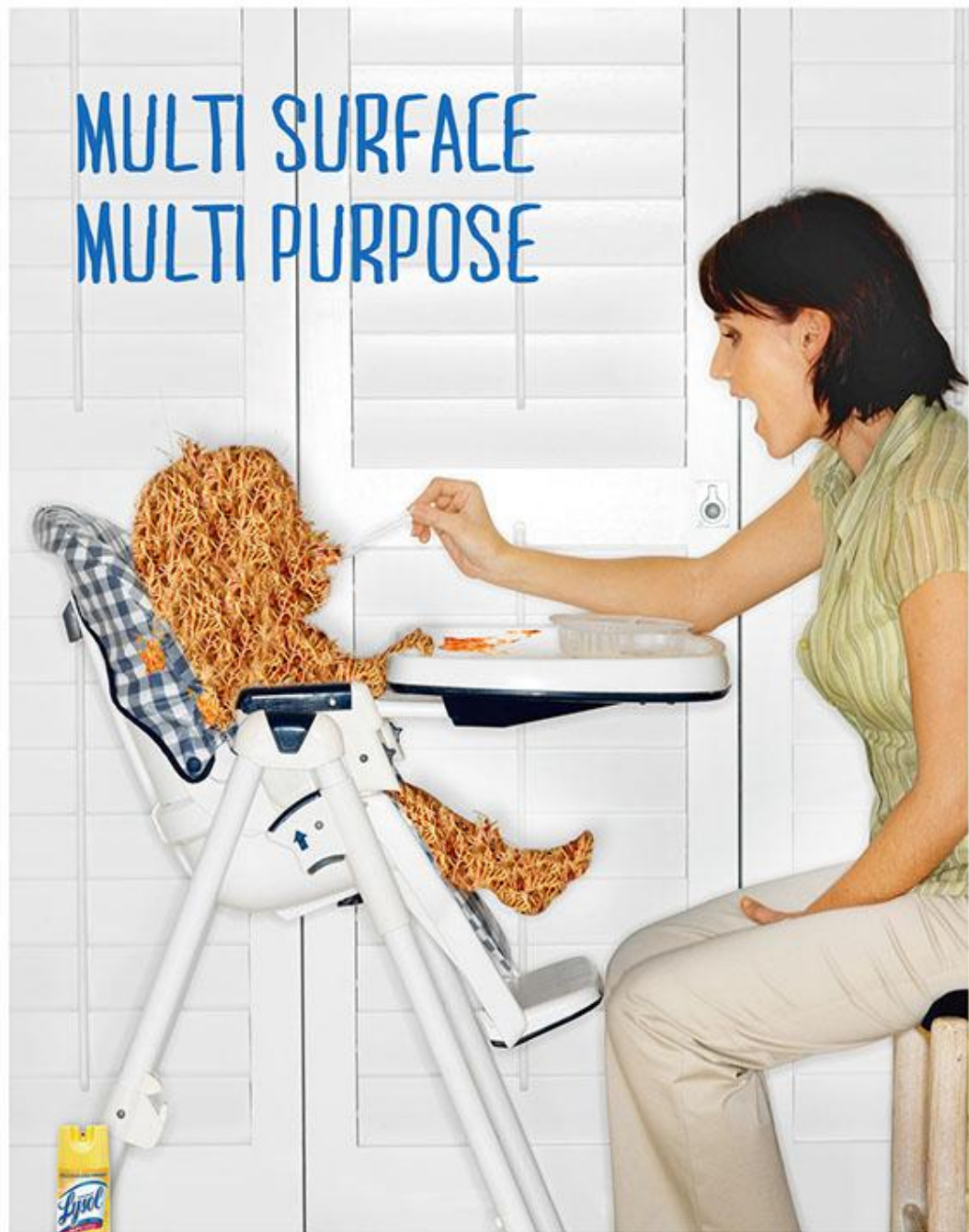
Woman in Ads (05)

<http://i.kinja-img.com/gawker-media/image/upload/s--zF8ci-iQ--/18erv9o5h2nv7jpg.jpg>



Woman in Ads (06)

<https://brittanybrown.files.wordpress.com/2015/03/peta.jpg>



MULTI SURFACE
MULTI PURPOSE

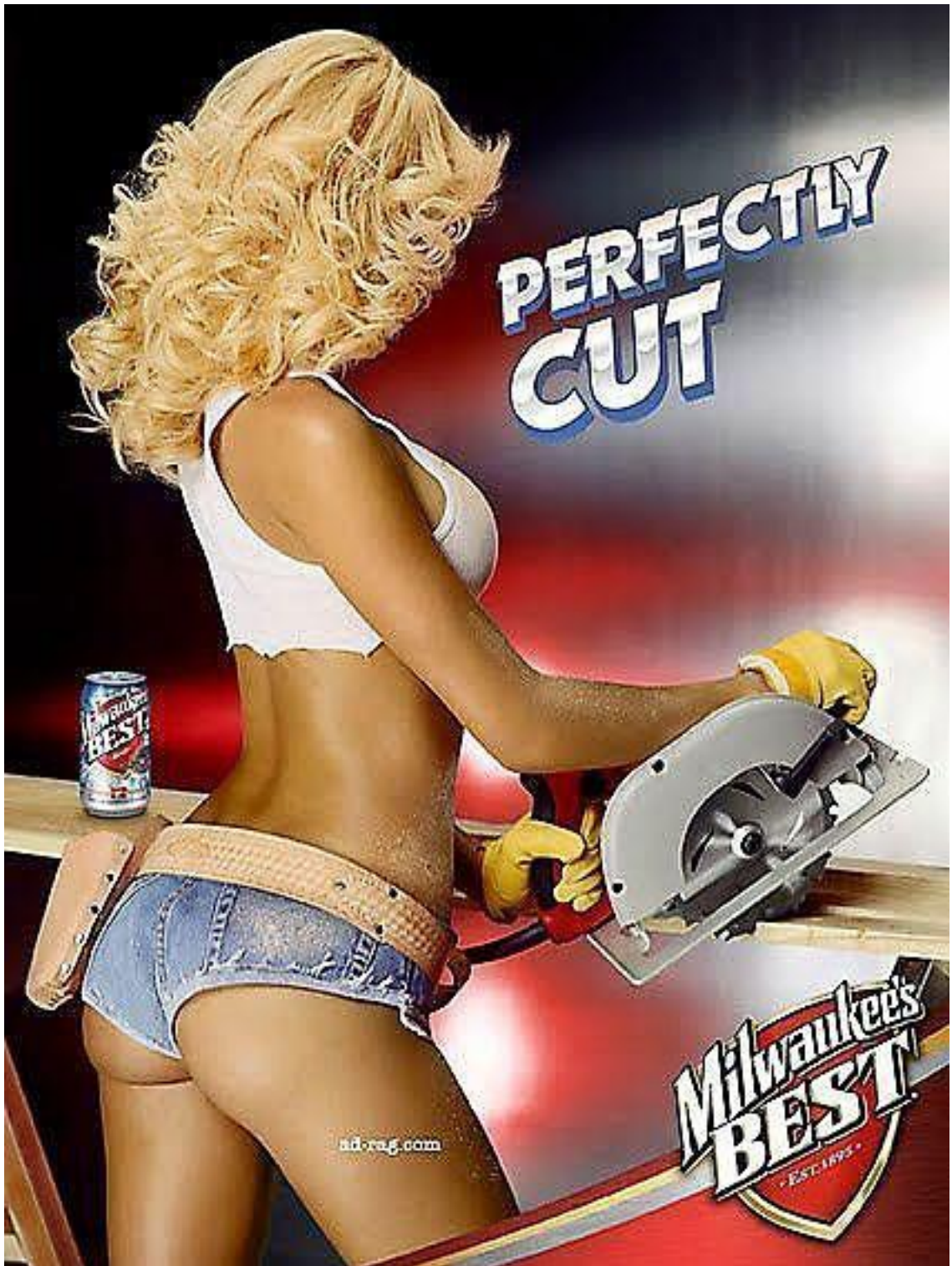


SOME PRODUCTS CLEAN, SOME DISENFECT. LYSOL DOES BOTH
BECAUSE LET'S FACE IT, KIDS ARE BASICALLY BIG PILES OF DIRT.

Woman in Ads (07)

<https://s-media-cache->

[ak0.pinimg.com/736x/48/84/60/48846069f2a0bc2b239f0672768f86ee.jpg](https://s-media-cache-ak0.pinimg.com/736x/48/84/60/48846069f2a0bc2b239f0672768f86ee.jpg)



Woman in Ads (08)

<https://mir-s3-cdn->

cf.behance.net/project_modules/disp/939b6917097491.562b59deb750e.jpg

FOR A HEALTHIER HOUSE AND A HAPPIER HOME

scan for coupon

CLOROX

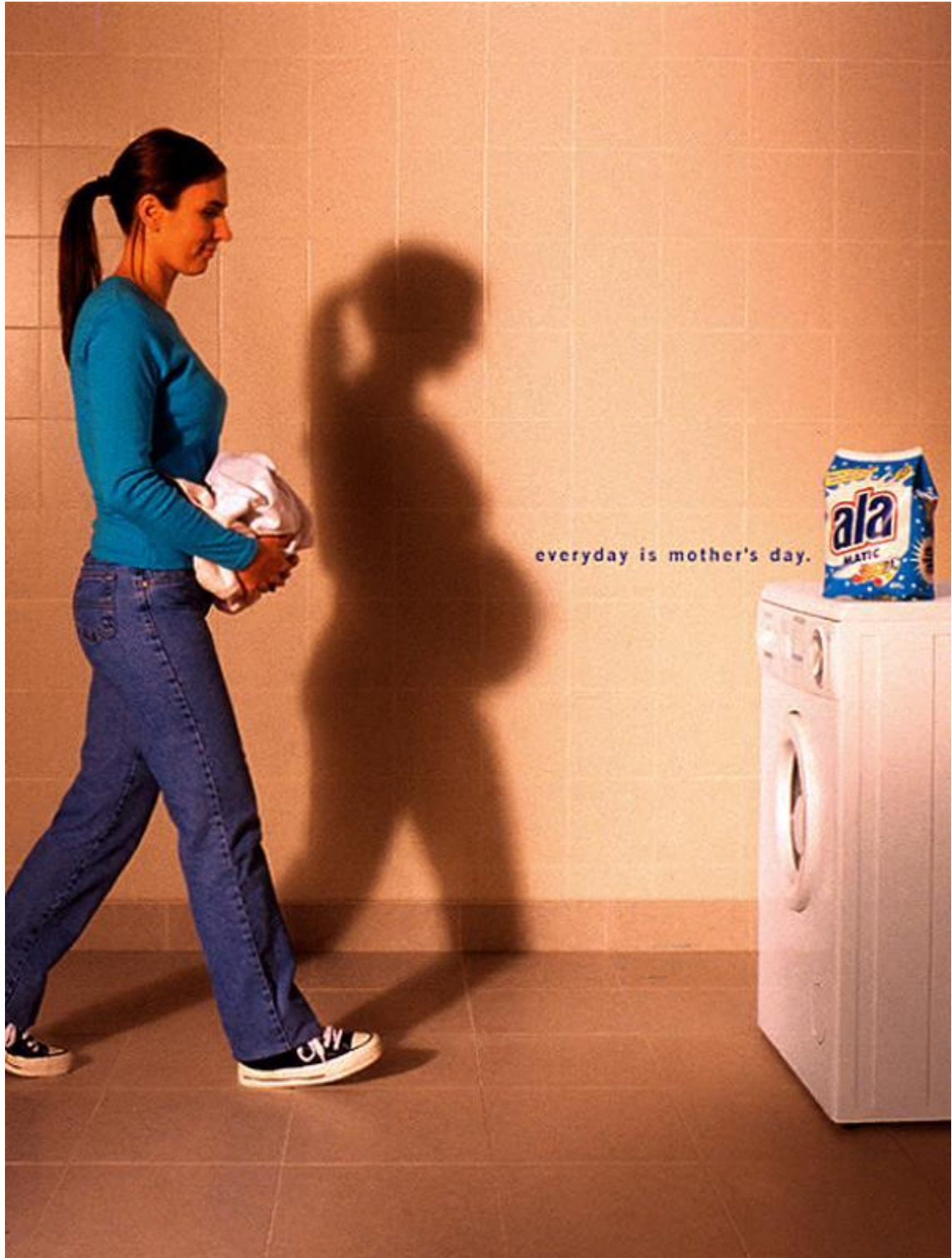
CLOROX

Clean with Clorox
www.clorox.com

Clorox Bleach © [1997-2012] The Clorox Company, unless otherwise noted. All rights reserved.

Woman in Ads (09)

<https://vanhoo15.files.wordpress.com/2013/10/ad-to-use-6.png>



Woman in Ads (10)

<http://www.petitpetitgamin.com/wp-content/uploads/2016/02/funny-shadow-fails-illusions-61.jpg>

LANCÔME
PARIS



HYPNÔSE
Senses
Unveil your sensuality


www.hypnose-senses.ca



Exclusively at Shoppers Drug Mart.

Woman in Ads (11)

http://media19.onsugar.com/files/2011/05/22/2/296/2963876/b5c82471d23dcc41_image.jp




Family ties are the threads
that bind us together.

Nothing warms the heart like the love from family. Make life more meaningful and rewarding by strengthening these relationships.

Have a happy Chinese New Year from all of us at Iskandar Investment Berhad.

www.iskandarinvestment.com



**ISKANDAR
INVESTMENT**
Catalyst of Change

Iskandar Investment Berhad (752101-C) (Formerly known as South Johor Investment Corporation Berhad)

Woman in Ads (12)

<https://comu1000kerxinwong.files.wordpress.com/2011/09/cny-ad-3-web.jpg>

GO COTTONELLE®
GO COMMANDO

Only Cottonelle® has CleanRipple® texture to get you clean, giving you all the confidence you need to go commando.

Cottonelle
CleanCare

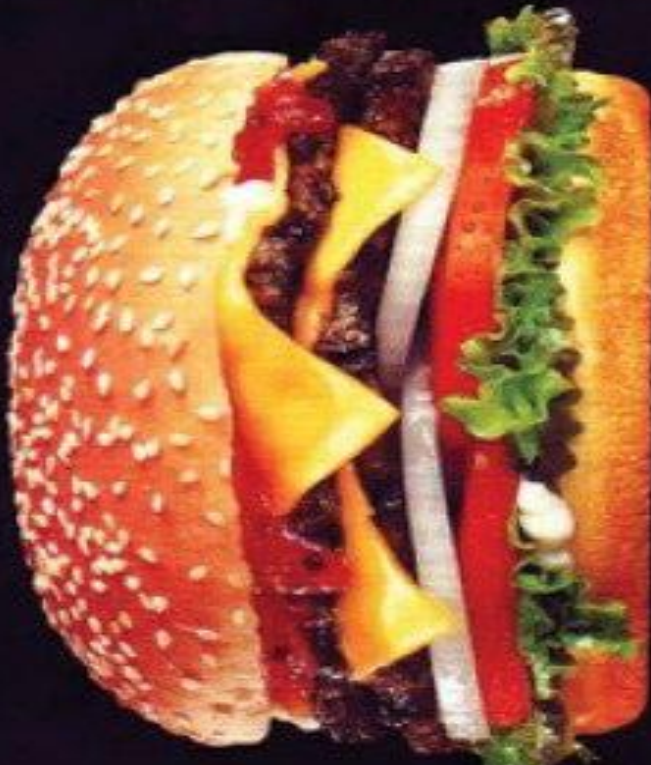
© Registered Trademark of "Hygiene of America" LLC, 2015

The advertisement features a woman with blonde hair styled in a bun, wearing a white long-sleeved shirt and white jeans. She is standing in a room with white walls and a green ottoman. The text "GO COTTONELLE®" and "GO COMMANDO" is overlaid in large, bold, blue letters. At the bottom, there are two rolls of Cottonelle toilet paper, one labeled "CleanCare". A small copyright notice is visible on the right side of the image.


Woman in Ads (13)

<http://www.adweek.com/files/imagecache/node-blog/blogs/cottonelle-hed-2015.jpg>


**She'll tell you
size doesn't matter.
She's lying.**



Super Star® with cheese



It's gonna get messy.



Woman in Ads (14)

<https://cdruiz95.files.wordpress.com/2013/11/carlsjr-e13269880326791.jpg>



New Dove Firming. As tested on real curves.



Woman in Ads (15)

<http://dstortz.weebly.com/uploads/3/8/8/7/38875313/798834676.jpg>

WHOSE HAND ARE YOU HOLDING?
Dettol Instant Hand Sanitizer kills 99.99% of germs on hands, without the need for water.

New
With Citrus
Scent
Dettol
Instant Hand Sanitizer
Kills 99.99% of germs
on hands
without the need for water.
50 mL

Woman in Ads (16)

[https://s-media-cache-](https://s-media-cache-ak0.pinimg.com/736x/9a/5f/1b/9a5f1b164059c10237248998281fdff7.jpg)

[ak0.pinimg.com/736x/9a/5f/1b/9a5f1b164059c10237248998281fdff7.jpg](https://s-media-cache-ak0.pinimg.com/736x/9a/5f/1b/9a5f1b164059c10237248998281fdff7.jpg)



Best oily grease removal*

Powerful drop that's hard to stop.

***vs. Best selling brands**

Woman in Ads (17)

[http://4.bp.blogspot.com/-](http://4.bp.blogspot.com/-9zxyhBxVBKA/VYsTLb2MSVI/AAAAAAAAAIgU/j42BE_8Mfgk/s1600/liquid%2Bsoap%2Bnigeria.jpg)

[9zxyhBxVBKA/VYsTLb2MSVI/AAAAAAAAAIgU/j42BE_8Mfgk/s1600/liquid%2Bsoap](http://4.bp.blogspot.com/-9zxyhBxVBKA/VYsTLb2MSVI/AAAAAAAAAIgU/j42BE_8Mfgk/s1600/liquid%2Bsoap%2Bnigeria.jpg)

[%2Bnigeria.jpg](http://4.bp.blogspot.com/-9zxyhBxVBKA/VYsTLb2MSVI/AAAAAAAAAIgU/j42BE_8Mfgk/s1600/liquid%2Bsoap%2Bnigeria.jpg)

Downy

Discover
a fresher world
right inside your closet!

UNSTOPABLES IN-WASH SCENT BOOSTERS
For scents that last up to 12 weeks in your closet.

Try with **DOWNY INFUSIONS** For layered scents
and softness.

CREATE YOUR OWN FRESH AT DOWNY.COM

©2013 P&G

Downy
UNSTOPABLES
In-Wash SCENT BOOSTER

Downy
ULTRA
infusions

Woman in Ads (18)

http://1.bp.blogspot.com/-2CNKh7SA3Vo/UmdZoPFZd1I/AAAAAAAAAPU/AxY-rzEqLyg/s1600/EmilyAllard_AdProject.jpg

My new Persil Expert for
best Persil Performance ever.



Persil
Inspired by you.



Woman in Ads (19)

<https://lucieonmakeup.files.wordpress.com/2012/11/fotorgaf-markus-rc3b6ssle-persil.jpg>

Aveeno.
ACTIVE NATURALS.
daily moisturizing lotion

Beautiful skin begins with oats. Our exclusive ACTIVE NATURALS[®] Oat Formula is proven to seal in moisture for healthier looking skin every day.

before 1 day 2 weeks

ACTIVE NATURALS[®]
OAT FORMULA
MOISTURIZES SKIN

see the beautiful difference
healthier looking skin
can make

Aveeno.
ACTIVE NATURALS.
Daily Moisturizing
LOTION

dermatologist recommended
moisturizes for 24 hours
fragrance free

Woman in Ads (20)

<http://www.celebrityendorsementads.com/celebrity-endorsements/celebrities/jennifer-aniston/images/jennifer-aniston-aveeno-ad.jpg>

Light awakens the senses and brings your cooking to life.



Until you cook in the right light, you haven't enjoyed the delight of all five senses. The new Broan® EVOLUTION™ range hood offers best-in-class lighting, doubling the illumination of your cooking surface to create a complete sensory experience. Plus, it offers the quietest operation and largest filtration area of any range hood in its class. Now that your senses have been awakened — it's time to really start cooking. **Broan EVOLUTION. Illuminate the possibilities.**



BROAN
e>volution

Visit broan.com to learn more.

©2010 Broan-Neptune LLC. Broan® is a registered trademark and Broan® EVOLUTION™ is a trademark of Broan-Neptune, LLC.

Woman in Ads (21)

<https://mir-s3-cdn->

cf.behance.net/project_modules/disp/26b8a415909889.5603956bf04c0.png

NEW
REVLON
COLORSTAY
AQUA
Mineral Makeup with Coconut Water

REVLON
ColorStay Aqua
Mineral Makeup

YOU'VE NEVER
felt makeup
like this
BEFORE

This lightweight powder with hydrating coconut water feels cool on your skin. Get a luminous look that lasts all day.

Multi-Berry looks. Available in Medium Deep. Find your nearest store at revlon.com

REVLON

Woman in Ads (22)

<http://delphinefromparis.com/beauty/web-4.jpg>



Woman in Ads (23)

http://files2.coloribus.com/files/adsarchive/part_1624/16247605/file/meydan-beach-youll-find-a-way-2-600-54387.jpg



Woman in Ads (24)

<https://medialiteracycdc.files.wordpress.com/2015/02/affective.jpg?w=445&h=601>



Woman in Ads (25)

<http://cfile8.uf.tistory.com/original/1807F2364F92143617EC1B>

Lean Cuisine® 97%
FAT
FREE

*“Behind every
successful
woman,
is her
microwave.”*



Now having it all can include having a nutritious dinner. All of our meals are 97% fat free, with no artificial colours, flavours or preservatives. Best of all, they're microwaved in minutes so you'll always have a nutritious and delicious meal waiting for you, no matter what time you get home.

VENUS LEC0173

Woman in Ads (26)

<https://www.marketingmag.com.au/wp-content/uploads/2013/05/Lean-Cuisine-1.jpg>

From this car forward,
**THERE'S NO
GOING BACK.**

The All-New GS surrounds you with performance. In the corners. And also in the driver's seat. With the available Lexus Enform® App Suite²—the most connected information and communication technology available in an automobile—featuring apps like Facebook Places, Yelp[®] and OpenTable[®]. This is the all-new Lexus GS. The car that will raise your standards of what's possible. And spoil you for everything else.



GENTLEMEN, START YOUR IPHONES.

Download the TORI 500 game for iPhone,
and see what it's like to race the all-new
Lexus GS around Sports Illustrated
Swimsuit Model Tori Praver.

LEXUS
the pursuit of PERFECTION

Vehicle shown with optional equipment. © 2012 Lexus North America, Inc. All rights reserved. Lexus Enform requires enrollment and internet subscription service agreement. A variety of subscription services available and subject to terms and conditions. Limited availability. Performance and safety features require proper use. Always wear your seat belt, please don't drink and drive, and please don't drink and drive. Always wear your seat belt and all road and traffic conditions. Safety apps available in the App Store via a large amount of data and may require internet access. Price and availability may vary by phone and carrier. See Lexus.com/enform for details. Lexus Enform, you're never healthier, never a driver in your seat, stay with the best and drive responsibly. © 2012 Lexus.

Woman in Ads (27)

http://www.thetorque.com/assets_c/2012/02/Lexus_TORI500_002i-thumb-530x702-18233.jpg



Woman in Ads (28)

<http://www.sales-and-marketing-for-you.com/images/sensifree-advertisement.jpg>



Woman in Ads (29)

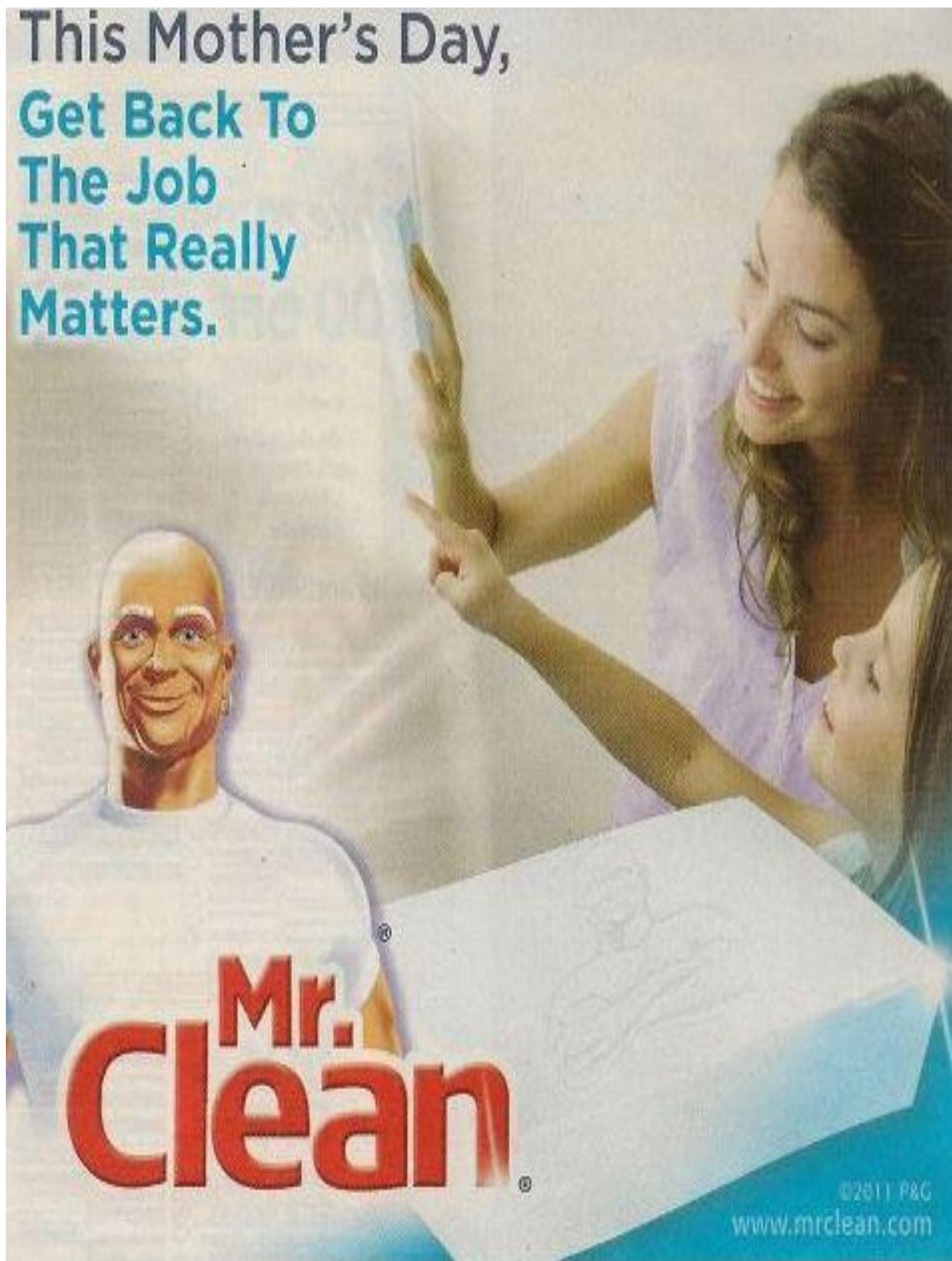
<http://www.gosee.de/images/content2/markusthums-perwoll-2.jpg>



MORGAN
MORGAN DE TOI !

Woman in Ads (30)

http://files2.coloribus.com/files/adsarchive/part_1390/13909855/file/morgan-car-small-35001.jpg



Woman in Ads (31)

<http://c3.thejournal.ie/media/2015/03/mr-clean.jpg>



Woman in Ads (32)

http://a4.files.fashionista.com/image/upload/c_fit,cs_srgb,h_1200,w_1200/MTIwOTM3MTIxMTExNzMzMjc4.png



Woman in Ads (33)

http://adsoftheworld.com/files/nissan_3_big.jpg

The advertisement features a woman's face split vertically. The left side, labeled 'NORMAL LENS', shows her skin as smooth and clear. The right side, labeled 'UV LENS', shows her skin with numerous dark spots and freckles, illustrating the damage caused by UV radiation. The central text reads: 'IF YOU COULD SEE INSIDE YOUR SKIN YOU'D PROTECT IT'. At the bottom, a dark blue banner contains the slogan 'COVER UP WHEN THE SUN IS STRONG', the Nivea Sun logo, and the Cancer Research UK logo with the text 'Partnering CANCER RESEARCH UK'.

NORMAL LENS

UV LENS

**IF YOU COULD
SEE INSIDE YOUR SKIN
YOU'D PROTECT IT**

**COVER UP WHEN THE
SUN IS STRONG**

NIVEA
sun

Partnering
CANCER
RESEARCH
UK

Woman in Ads (34)

http://www.newsworks.org.uk/Write/Thumbs/113_Nivea_main.jpg

BDF ●●●●●
Beiersdorf © 2004

BOOST YOUR SKIN'S OWN ABILITY
TO PROTECT ITSELF
FROM ENVIRONMENTAL STRESS AND DAMAGE.

New All Around Protection boosts your skin's natural ability to protect itself from UV rays, air pollution and even stress with a natural, powerful anti-oxidant called Iso-Protectine plus vitamins C, E and SPF 15. Learn more about new All Around Protection and all of Nivea's inspired face care at www.NIVEAusa.com. No other skincare line performs like Nivea because everything Nivea makes is...

INSPIRED BY THE WAY SKIN WORKS. **NIVEA**



Woman in Ads (35)

<http://static1.squarespace.com/static/517049fee4b0455d7294b3a6/t/51d10f18e4b0ab0e1812fca5/1372655410145/nivea-girl-ad.jpg>

nutella
The good tastes good®



**At breakfast, you can use all the help you can get.
That's why there's Nutella.®**

A unique hazelnut spread made from wholesome ingredients such as roasted hazelnuts, skim milk and a hint of delicious cocoa. Use Nutella® spread on all kinds of nutritious foods — like multigrain toast — to add a touch of flavor and give your kids a tasty breakfast you can feel good about.



- More than 50 hazelnuts per 13 oz. jar
- No artificial colors or preservatives
- Made with high-quality ingredients

Nutella®... Breakfast never tasted this good!

www.NutellaUSA.com



Visit www.NutellaUSA.com to learn how Nutella® can add good taste to your tastiest breakfast.

Woman in Ads (36)

<https://lh6.googleusercontent.com/-xkQ2j->

[CHxTs/TXvpRfC9H_I/AAAAAAAAAAM/6HbHihC6ATI/s1600/Nutella+ad.jpg](https://lh6.googleusercontent.com/CHxTs/TXvpRfC9H_I/AAAAAAAAAAM/6HbHihC6ATI/s1600/Nutella+ad.jpg)

©2014 P&G

"I'M NOT AN AIRBRUSHED KINDA GIRL, I JUST WANT TO LOOK IT."

New Olay Total Effects Pore Minimizing CC Cream instantly **reduced the look of pores** in 80% of women.* Get 7 benefits in 1 for younger-looking skin.

OLAY
total effects 7
CC
CREAM
Pore Minimizing
CC Cream
SPF 15
light to medium

Proud Partner
P&G
THE LIFE YOU WANT
WEEKEND

NEW

OLAY
TOTAL effects

YOUR BEST BEAUTIFUL™

Your best beautiful begins at Olay.com *as assessed by expert graders

An advertisement for Olay Total Effects Pore Minimizing CC Cream. The top half features a close-up of a woman's face with a soft, glowing complexion. To the right, a quote reads: "I'M NOT AN AIRBRUSHED KINDA GIRL, I JUST WANT TO LOOK IT." Below the woman's face, a tube of the CC cream is shown, along with a makeup brush and an airbrush. The tube is labeled "OLAY total effects 7 CC CREAM Pore Minimizing CC Cream SPF 15 light to medium". To the left of the tube is a circular logo for "Proud Partner P&G THE LIFE YOU WANT WEEKEND". Below the tube is a "NEW" badge. To the right of the tube, text describes the product: "New Olay Total Effects Pore Minimizing CC Cream instantly reduced the look of pores in 80% of women.* Get 7 benefits in 1 for younger-looking skin." At the bottom right, the Olay logo and "TOTAL effects" are displayed, followed by the slogan "YOUR BEST BEAUTIFUL™". At the bottom left, it says "Your best beautiful begins at Olay.com *as assessed by expert graders". A small copyright notice "©2014 P&G" is in the top left corner.

Woman in Ads (37)

<https://bgh33.files.wordpress.com/2014/10/olay.jpg>

DPL 010029

Familiar Comfort. Premium Protection.
Exclusively from Pampers.

2X DRIER
with Absorb-Away Liner + **DRY max**

For the first 9 months, you provided a home for your baby. Now, for the comfort and protection he's used to, there's Pampers Swaddlers.™ The Absorb-Away Liner™ pulls wetness and mess away from his skin while exclusive Dry Max helps lock wetness in.

*helps lock in wetness better than Huggies Little Snugglers. Huggies® is a trademark of Kimberly-Clark Worldwide, Inc. TM& © Seema Workshop.



Woman in Ads (38)

http://strategyonline.ca/Content/images/articles/Pampers_Print_ad.jpg

**Concentrated power
against tough stains!**



Persil

Woman in Ads (39)

<http://www.ad-consult.cc/media/images/pf-13-img-01.jpg>



A lot is riding on her health.


At Blue Cross and Blue Shield of North Carolina, we understand that the health of Anna's daughter depends a great deal on the health of Anna. So, as her employer, we nurture Anna's physical, mental and career health. She can take advantage of our backup child care, work out at our fitness center, see a doctor at our employee health clinic, earn a degree through one of our on-site programs, meet challenges, be rewarded and grow. Because experience has taught us that, when working moms like Anna are healthy, so is everybody else.

A healthy North Carolina starts with you.[™]
 Learn more at bcbsnc.com



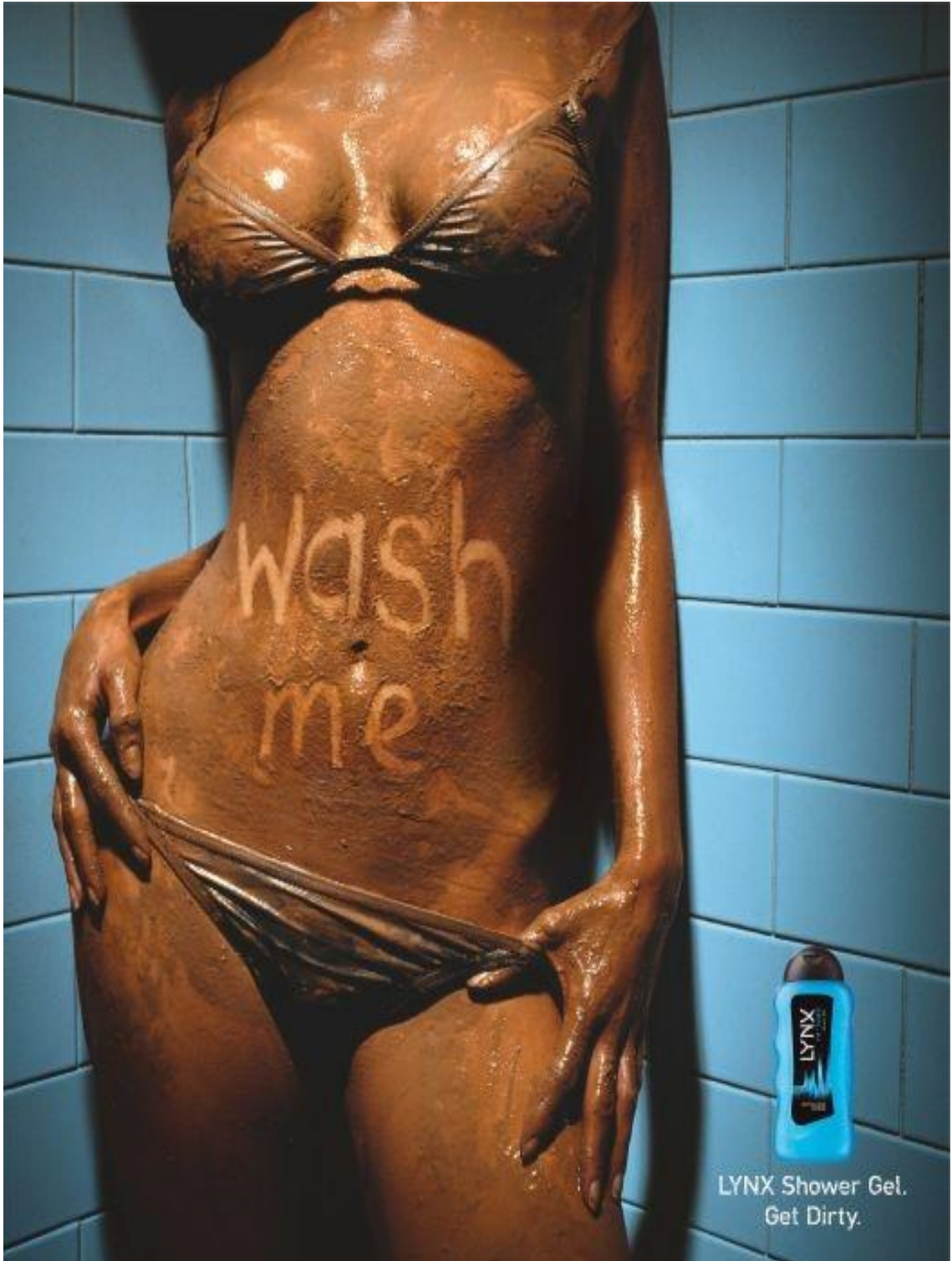
Blue Cross and Blue Shield of North Carolina is a member of the Blue Cross and Blue Shield Association. ©2013, 5/13

Your plan for better health.™ bcbsnc.com


**BlueCross BlueShield
of North Carolina**

Woman in Ads (40)

<http://static1.squarespace.com/static/533a9dc0e4b092d3a374860a/533bea2ee4b07f69c06c1a53/533bea4be4b012178cea3d50/1396435532710/U6626+Working+Mother+Ad+r001.jp g?format=1500w>



Woman in Ads (41)

<http://inspirationfeed.com/wp-content/uploads/2011/04/Best-sexy-ads-80-affiches-de-pub-sexy-431.jpg>



IT JUST TASTES BETTER 

IT'LL BLOW YOUR MIND AWAY



BK SUPER SEVEN INCHER

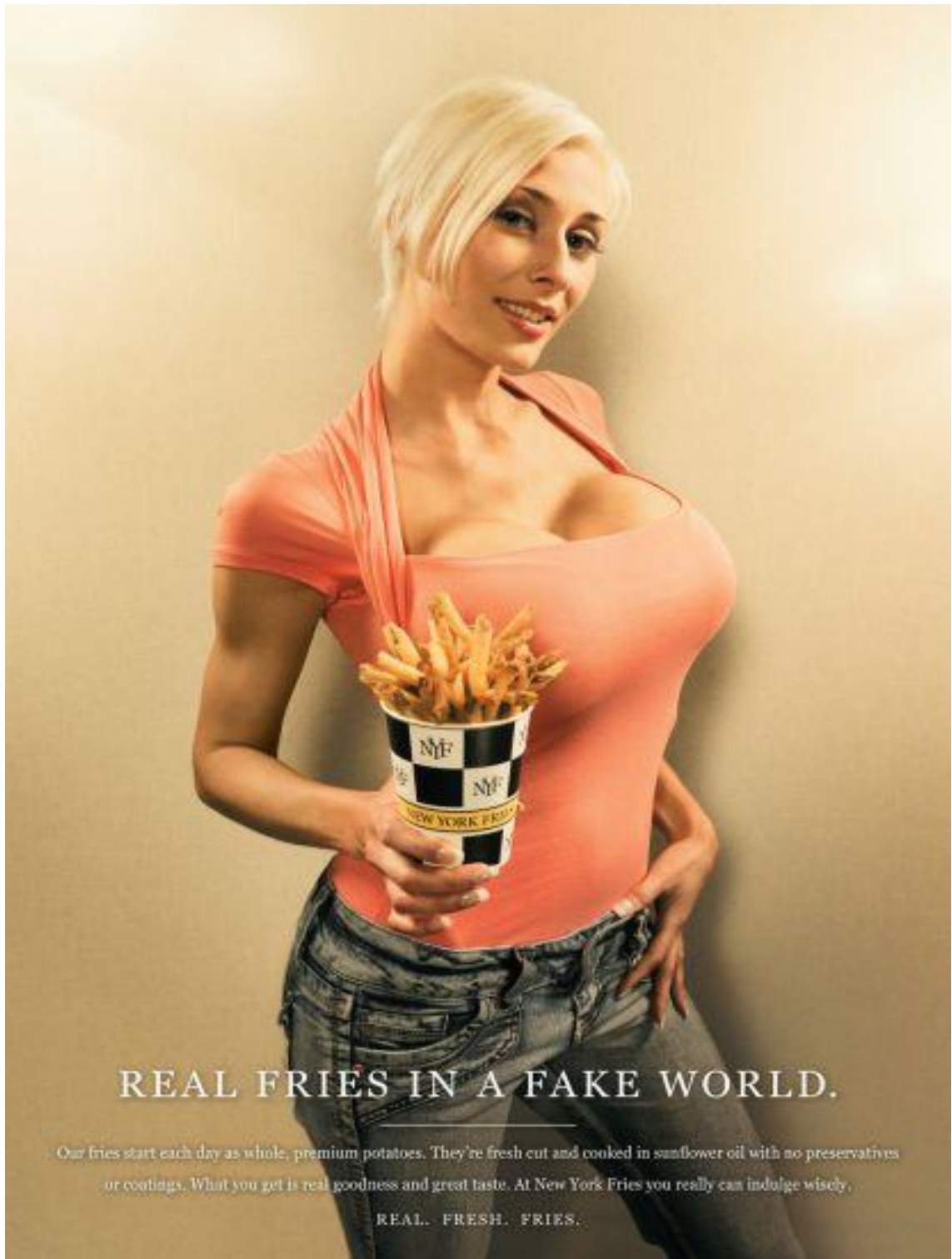


\$6.25 MEAL

Fill your desire for something long, juicy and flame-grilled with the **NEW BK SUPER SEVEN INCHER**. Yearn for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1.[®] Thick & Hearty Steak Sauce.

Woman in Ads (42)

<http://inspirationfeed.com/wp-content/uploads/2011/04/sexy-ads-burger-king1.jpg>



REAL FRIES IN A FAKE WORLD.

Our fries start each day as whole, premium potatoes. They're fresh cut and cooked in sunflower oil with no preservatives or coatings. What you get is real goodness and great taste. At New York Fries you really can indulge wisely.

REAL. FRESH. FRIES.

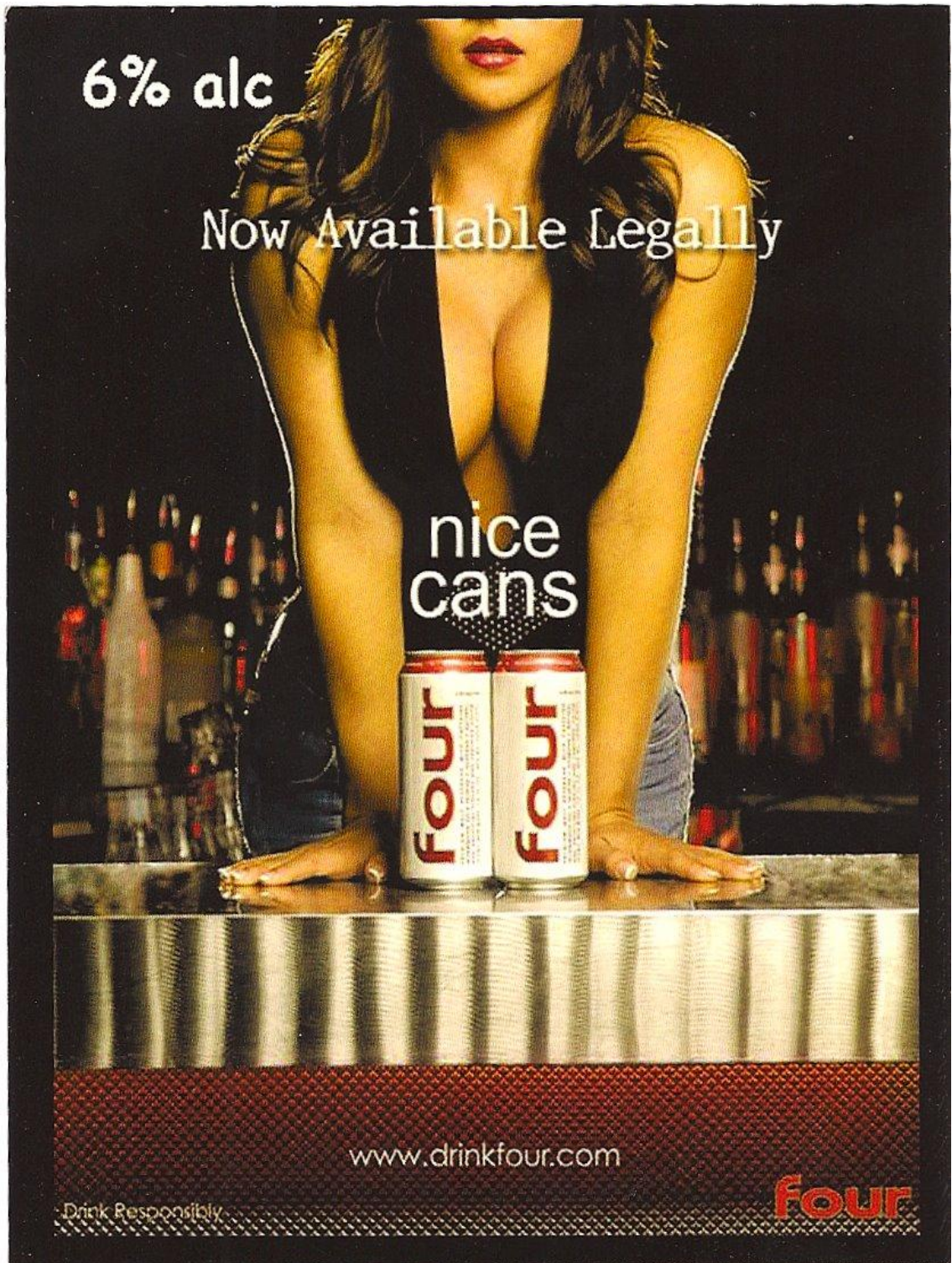
Woman in Ads (43)

http://inspirationfeed.com/wp-content/uploads/2011/04/NYF_Busty.preview1.jpg



Woman in Ads (44)

http://lh3.ggpht.com/_Ve2DaGK5dmU/ShckflAdAJI/AAAAAAAAAyA/7GQRgr7iacE/w1200-h630-p-nu/ultimate.jpg



Woman in Ads (45)

<http://blogs.uoregon.edu/womeninalcoholprintads/files/2014/03/cans-1emfs4m.jpg>