

Discourse Analysis of Persuasive Language in Philippine Print Advertising

Edroslyn FERNANDEZ

Holy Cross of Davao College

Abstract

This qualitative study employed discourse analyses of the persuasive language of 115 print advertisements of beauty products from a year's worth of issues of three local magazines. Results showed that the persuasive language of print advertising is embedded in indirect convincing through an appeal to emotional needs, an appeal to celebrity image, and an appeal to the colonial mentality of consumers. Furthermore, persuasive language is embedded in analogy through the use of metaphor and future events. Results also showed that the syntactic and semantic features of print advertising in Philippine context include the use of adjectives, time expressions, figurative language, clipping, blending, poetic devices, imperatives, code-switching, and problem-solution structure. An interesting social issue generated from the result of the study is the myth of women's agelessness and perfection. It is recommended that a similar study be conducted to radio and television advertising to improve the practice and use of advertising language.

Keywords: discourse analysis, advertising, persuasion, metaphor

My years of using beauty products, considering my limited budget, and my criteria for economical but quality products have taught me to pay attention to product information by reading the product's manufacturing details, net content, ingredients, and their too-good-to-be-true promises. Ironically, even as I am aware of the quality of these promises, I would still end up buying the product, hoping that this newfound product would fulfill its promise. With such dominant power on me, I came to assume that there must be something so influential in

the language used by advertising to be able to convince me to buy a particular product.

The idea of Wolfram (2012) who pointed out that language is powerful, gave me an initial understanding of the language of advertising. He added that it is through language, that we are able to send and receive messages which allow comprehensive communication. He further explained that language represents social behavior which makes it possible to study how we use language to express ourselves and how our use of language reflects our cultural orientation and goals of interaction.

With much of the language we use today being produced and reflected by mass media, it is appropriate to further explore the language of advertising. As discussed by Bechman and Stehr (2011), Luhman claims that mass media do not represent an image of reality that they have distinguished, but rather they themselves create the reality which they communicate as daily news, reports, and advertising. Thus, careful and conscious attention should be given to mass media because it has a great tendency to affect human attitudes and lifestyle through its selective and well-crafted method of dissemination. One obvious example of this is the language of advertising.

With advertising being a leading component of mass media, it possesses an influential ability to affect human decisions especially in terms of buying and using a product. Based on my personal observation, the most widely used products are the ones that are most widely advertised. This power of advertising has not only aroused my interest but also the interest of language and advertising researchers. This interest created an opportunity for linguists to study the language of advertising with the aim of exploring its many facets.

Specifically, this study had three objectives. First, it aimed to describe how persuasion is embedded in the structure of print advertising in the Philippine setting. Because advertising was created to do what it does best – to influence people in whatever means possible, this study aimed to bring into surface how direct and indirect

convincing are integrated in Philippine print advertising. Secondly, this study aimed to identify the linguistic features of persuasive language in Philippine print advertising. Greatly influenced by its end goal, the language of advertising takes many forms and employs many features which contribute to its persuasive effect. This study also aimed to identify these features. Lastly, this study aimed to identify the social context that could be generated from the result of the study. Because advertising is greatly influential, it faces various social issues.

To address the first objective, to describe how persuasion is embedded in the structure of print advertising, this study was analyzed through the theoretical lens of Okazaki, Mueller, and Taylor's (2010) dimensions of direct and indirect selling. They described direct selling as hard-sell advertising in which the objective is to induce rational thinking on the part of the receiver. These appeals tend to be direct, emphasizing a sales orientation and often specifying brand name and product recommendations. There is often explicit mention of factual information, such as comparisons with competing products or specific distinguishing features of the product that give it an advantage in performance or some other dimension relevant to the consumer. On the other hand, they described indirect selling as soft-sell in which human emotions are emphasized to induce affective reaction from the viewer. These appeals tend to be subtle and indirect and an image or atmosphere may be conveyed through a beautiful scene or the development of an emotional story via some other indirect mechanism. Further, Simpson (2001) explained that reason advertisements are those that suggest a motive or reason for purchase, while tickle advertisements are those that appeal to humor, emotion and mood.

To address the second objective, the linguistic features of persuasive language in Philippine print advertising were identified through the lens of Vasiloaia (2010). She explained that the ultimate aim of advertising, which is to sell, has consequence on the language used to achieve this aim. She specified that advertising language often uses the techniques similar to those in poetic texts. Further, she identified these language features as rhyme, rhythm, alliteration, assonance, graphic aspect of the text, and transliteration.

Moreover, this study was anchored on Vijayakumar's (2010) notion of discourse analysis. He explained that discourse analysis is the examination of language use by members of a speech community. It involves looking at both language form and language functions and includes the study of both spoken interaction and written texts. It identifies linguistic features that characterize different genres as well as social and cultural factors that aid our interpretation and understanding of different texts and types of talk.

The concepts of persuasion resulting from this study can be used by language teachers in eliciting more creative and more effective student involvement both in writing and speaking classes. Likewise, the idea that language features are dynamic as presented by the various semantic and syntactic features of advertising, can serve as a basis for language practitioners to reevaluate their language policy in the campus and to regulate how advertisers exploit language for profit.

Finally, this research provides insights on the myth of women's agelessness and perfection. It is recommended that educational institutions, being a leading sector in value formation, further explore advertising both in radio and television to help prevent misleading information.

Methodology

Studies in print and broadcast advertising generate data from a global context. The study of Nelson and Paek (2007) for example examined the local edition of an international brand magazine, *Cosmopolitan*. They compared the advertising strategy of beauty products across seven countries (the Philippines not included) where there are local editions. The results showed that local editions deliver more multinational products than local products. Overall, multinational products advertisements tend to use standardized strategies and tactics more than domestic product advertisement. Their findings also reveal that beauty products are more likely to use standardized approaches than other products. Thus, given these results, I focused on local

magazine brands with local advertisements of beauty products which are less standardized compared with international brands that carry linguistic chauvinism.

Specifically, I used the print advertising of beauty products. Examples of these beauty products are cosmetics, lotions, conditioners, whitening products and beauty spas. The choice to focus on beauty products is due to the fact that they are much more difficult to market compared with essential goods and thus require a more persuasive strategy. Included in my analyses are all print advertisements including feature advertisements in the three magazines, regardless of their length and space occupied. Any repeated advertisements appearing in the same magazine in a later issue or in a different magazine were excluded from the analysis. Lacy, Riffe, and Randle (1998, as cited by Kim, 2007) pointed out that for the purposes of studying the content of a single year and including the seasonal publishing cycle, one should conduct a census of all twelve monthly issues in a given year. Thus, a total of 115 print advertisements of beauty products from a year's worth of issues of three local magazines were used as data source of this study.

I used three different data sources, which are three different magazines with one target reader. These are Women's Journal published by Philippine Journalists, Inc.; Woman Today, published by Solar Publishing Corporation; and MOD, published by Atlas Publishing. These three magazines are produced by three different local publishing companies.

Results and Discussion

Structure of Persuasive Language Embedded in Print Advertising

Indirect Convincing: Appeal to Emotional Needs. The January 2012 issue of *Woman Today* contains a feature advertisement of a brand of make-up. The advertisement begins by greeting the readers a Happy New Year and then proceeds to talk about how one should have a fresh start by giving friendly advice on clothing, hairstyle, and finally make-up.

Happy New Year beautiful ladies! ...
After a rollercoaster year, everyone aims to have a fresh start, a renewed self-esteem of course, and a new set of wardrobe...stylize your hair. Let people turn their heads (sic) on your crowning glory. Hair is one of the best accessories a lady can have. Opt for a new hairstyle, dye it a notch lighter or even experiment with different hairdressers. Style it whatever (sic) you want...and for that nice touch ups (sic), Ever Bilena offers its glamorous line of products to complete the look. (AD3)

The advertisement attempts to establish a more personal approach by appealing to the consumer's emotional need for confidence and self-esteem. In Maslow's hierarchy of needs, confidence belong to higher level of needs which are emotional rather than physical. It claims for itself certain attributes that are only *related* to the advertised product, namely, crowning glory, sense of style, and people's attention (*italics mine*). The intended attribute of the advertised product, however, is physical enhancement. This enabled the advertisement to appeal to consumers' need for self-esteem, through the appreciation of physical attribute as enhanced by make-up application.

The advertisement also offers comfort to women who do not know much about make-up and make-up application. At the same time, it stimulates the interest of women who are used to applying make-up as part of their daily regimen.

In another make-up advertisement, a celebrity first shares her experience during her first date, an experience that most teens can relate to and dream of. In her informal and friendly tone, she talked about common teenage problems as sweating and oily skin.

Every time the season of love approaches, I always remember the time

when I experienced my first date. I was absolutely looking (sic) gorgeous, but after a few hours of eating, dancing, and sweating, I turned out like wet dog (sic). To avoid the same dilemma, I will share to you my secret on how to look fresh and pretty all day. First I use a face powder that has oil control formula that helps reduce oiliness in my face. Try Careline Oil Control Face Powder with Vitamin E. Then I used concealer that suits my skin tone. Use Careline Pimple Concealer with Tea Tree Oil. (AD17)

Reading this advertisement, most teenagers will find themselves able to relate to the advertisement as most teens targeted by this advertisement have experienced or are about to experience their first date. Knowing that someone is also experiencing or has experienced the same problem that one is going through is very reassuring, much more if that person is a celebrity. This gives the consumer a feeling of confidence in herself and trust in the product being endorsed by alleviating that feeling of insecurity through the use of the product endorsed.

Thus, in this world where women are judged by their appearance and agelessness (Ellison, 2010), an advertisement that offers ways and means to looking young and beautiful through its make-up tutorials and line of beauty products prove to be much effective as it soothes insecurities and boosts self-esteem.

Indirect Convincing: Appeal to an Image. Another example of indirect convincing is the frequent use of famous-person testimonial, whereby a product is endorsed by a well-known person.

One fashion trend that never goes out of style is elegance. Just like Ever Bilena endorser and Korean-born Grace-Lee, women can also wear elegance anytime, anywhere even on their skin. Grace

explains how multi-action properties of EB Advance BB Cream make her radiant and glowing while exuding a flawless and elegant beauty... (AD40)

In one advertisement, the product is linked to a TV host/model known for elegance and fair skin due to her Korean roots. The current popularity of this celebrity makes it easy for consumers to remember her and the endorsed brand she is associated with.

Rockler-Gladen (2008) described association technique as involving the drawing of a mental link between a product and desirable qualities of various kinds that may include attractiveness, wealth, success, family, patriotism, or security. In this particular advertisement, its aim is to draw a mental link between the product and the endorser's image of elegance. The use of association in advertising is implicit and indirect because it appeals to the consumers' desire to have the same quality as the person the product is being associated with. As Okazaki, Mueller, and Taylor (2010) put it, indirect persuasion builds on the image of the product .

With this, persuasion is embedded in the advertisement by building the product image through an appeal to consumers' deep-seated non-market desires, among these being elegant and celebrity-like. This type of advertising succeeds because even though the product really has nothing or little to do with the person or concept, it is associated with; it gives consumers psychic benefit.

Indirect Convincing: Appeal to Colonial Mentality. Another example of indirect convincing is an appeal to our sense of security through our Filipino colonial mentality. David and Okazaki's (2006, as cited in Gabornes 2013) conceptualization of colonial mentality among Filipinos and Filipino Americans as a form of internalized oppression, characterized by a perception of ethnic or cultural inferiority. It involves an automatic and unreasonable rejection of anything Filipino and an instinctive and uncritical preference for anything Western or foreign.

US-FDA Approved (AD1)

Export quality (AD5)

With its world class research...(AD89)

Persuasion is embedded in words and phrases like “US-made,” “export quality,” and “world-class” which are very attractive to Filipino consumers, because it gives a sense of security, satisfaction, and assurance in terms of product quality. These words and phrases focus on the image of the product making it direct rather than indirect selling.

Analogy: Metaphor. Analogy is another method of persuasion used by advertisers. Because analogy stimulates thinking and promotes curiosity about the product advertised, many advertisers use this method in promoting their products. In the print advertisements gathered for this paper, analogy is presented in the form of metaphor. Metaphors are used in print advertising to elicit the creation of an analogy and to simplify things that are otherwise hard to understand. With the use of appropriate signs, words, and symbols as representations, metaphors have the ability to activate dormant emotional responses or create such emotional responses if they are absent (Zaltman & Rockler-Gladen, 2007).

While there is a vast amount of literature on metaphor, it is defined for the purpose of this paper as the representation of one thing in terms of another. In this advertisement, a metaphor is used to represent the benefit of the product. Thus, looking and feeling young is represented by an anti-aging and whitening facial cream.

Skintel Anti-aging White Facial Cream with Retinol & SPF 15 is also fortified with sunscreen to protect and maintain skin’s fairness, making you look and feel younger. (AD85)

This anti-aging whitening cream appeals to consumers’ nonmarket desire which is to look and feel young. Because almost every

woman, including myself, seems to want to look and feel young, this metaphor is very attractive.

It is important to point out that metaphors can create meanings that are most of the time favorable to advertisers but not to consumers. With metaphors, consumers are free to give their interpretation based on their own needs and desires and although those needs and desires are not met by the product, the advertisers are not at all liable because metaphors have no direct, literal claim. Thus, because of metaphors' ability to induce responses like feelings like joy, fear, surprise, anticipation, and sadness, they are able to elicit consumers' responses and persuade them to buy and use the product represented by the metaphor.

Analogy: Atmosphere of Future Events. Spears (2003) concludes that time is closely related to life, to language, and to purchase. Society is increasingly concerned with time and time plays a key role in the consumption process. From this tradition flows the linkage between expressions of time and the promotion of product benefits. Advertisements use time expressions to prompt consumers to consider future events, such as the consumption and enjoyment of desired product benefits put forth in an advertisement.

Our outer beauty will fade through time
as we age. That's why as early as now,
we should already know how to take
care of it by unleashing the best features
that we have. (AD37)

In an anti-aging beauty product, its advertisement presents a prefiguration of the things to come, such as growing old and losing that youthful appearance. With the use of figurative time expression, the consumer is being prompted to take action as early as the present. This advertisement is effective because it moves a person to take action in order to preserve her present appearance and hopefully avoid or delay future wrinkling of the skin. Such sense of urgency has the ability to prompt consumers to take action. Spears (2003) emphasizes that

perceptions of the delay of promised product benefits can generate more immediate action. Given this example, it is evident how advertisers take advantage of the use of figurative time expressions in selling their product. The persuasive effect of time expressions is embedded in its ability to build an atmosphere of future events through delayed promises, prompting consumers to take immediate action.

Syntactic and Semantic Features of Print Advertising

Use of Adjectives. The most common forms of adjectives used in print advertising are absolute and superlative adjectives because they indicate the highest degree. They are used to project an image of having everything that a consumer expects from the product. They establish that the product is above other brand counterpart. The most common absolute adjectives in print advertising are “perfect,” “original,” and “natural.”

To achieve a picture *perfect* skin, there’s
a new wave of make-up especially
designed to cater to those needs. (AD22)

World’s No. 1 selling *original* herbal-
based henna (AD12)

Natural...Universal (AD115)

Also, the most common superlatives are “best,” “latest,” “most beautiful,” “gentlest,” and “freshest.”

For you, nothing but the *best*...(AD25)

The *latest* generation of Pulse Light
Technology (AD65)

The *most beautiful* Ms International
trusts the best for her skin. (AD68)

Unlocking nature's whips (sic) of scents
and *gentlest* care. (AD5)

Be the *freshes*t Sagala beauty there ever
with dermatologically-tested and
vitamin E enriched products from Ever
Bilena (AD91)

Because generally consumers want the best product there is, these forms are obviously meant both to attract the consumers and to convince the readers that the advertised product is better than the competitor's.

Use of Time Expressions: Literal and Figurative. Time is used by advertisers to convey product benefits. Literal time expressions are definite. They have exact time. With literal time expressions, the consumer will know what to expect at an exact time as indicated in the advertisement.

More importantly, Diamond Advanced
Whitening Lotion is dermatologically-
tested and proven to lighten the
complexion, hydrate, and smoothen the
skin in as early as one week. (AD27)

One advertisement of whitening lotion explains that when the consumer uses the product, she can already expect lightening of her skin complexion in a week. This makes the consumer feel much better that the product bought will indeed give immediate result. Literal time expression is also helpful in establishing product commitment. By giving itself a due date, consumers feel that the product is truly committed in fulfilling its promise. Otherwise, it would not have set a deadline for itself.

In contrast to literal time expressions, advertisements also use figurative time expressions. Figurative time expressions avoid commitment to an exact meaning because they are indirect in interpretation and understanding.

This type of time expressions does not convey functional benefits. Instead, its promise relies on psychosocial benefits. Thus, this saves the advertisement any liability in case the product promise is not fulfilled.

Scents that last longer (AD14)

One cologne advertisement implies that its scent will last longer, but it is not clear as to how long. This type of figurative expression could generate a lot of meaning. It could mean that the scent will last longer than one's present brand, or longer than other colognes. If the cologne does not last longer than expected, the advertisement could not be blamed for misinterpretation.

Hence, the use of literal time expression satisfies consumers' desire for immediate result, while the use of figurative time expression allows the consumers to anticipate results on their own good time.

Use of Conjunctive Adjuncts: Causal and Purposive.

Conjunctive adjuncts are used to characterize reason advertising. There are five types of conjunctive adjuncts. However, the print advertisements in the magazines I analyzed for this study reflects only two types of conjunctive adjuncts. They are purposive and causal.

Purposive adjuncts are characterized by the use of *in order to, so that you can, to + verb* and *for*. They are used to state purpose and benefit of the product.

More importantly, Diamond Advanced Whitening Lotion is dermatologically-tested and proven *to lighten* the complexion, hydrate, and smoothen the skin in as early as one week. (AD 27)

The advertisement using purposive adjunct can show product benefits. By using *to + verb* as in *to lighten*, the advertisement was able to make clear its benefits.

On the other hand, causal adjuncts are characterized by *so, then, because, as a result,* and *that's why*. In this paper, the most common form of causal advertisement is *for* and *because*.

For a pretty fresh start (AD7)

For a flawless skin that stays young (AD35)

Because nobody enhances Asian faces better than we do (AD48)

Because whitening and firming is just never enough (AD15)

Just like purposive adjuncts, causal advertisement is a reason advertisement in the form of giving reason for product purchase.

Use of Figurative Language: Hyperbole, Metaphor, Simile, and Punning. Although there are many types of figurative language, only hyperbole, metaphor, simile, and punning were observed in this study.

Hyperbole is an exaggeration used with the obvious intent of persuasion. It works in advertising. One advertisement claims to be the *World's No.1*.

World's No. 1 selling original herbal-based henna (AD12)

For a product to claim that it is world's no. 1 is an exaggeration given that it is sold only in the local market. The play of words in exaggeration is catchy and although its claims are not realistic, the thought of realizing the impossible and unachievable gives comfort.

Another figurative language used in advertising is simile. In advertising, simile is used to compare the product with another in order to make vivid its product benefits.

Now that skin whitening is so
affordable, It's like a dream come true.
(AD15)

Just like Ever Bilena endorser and
Korean-born Grace-Lee, women can also
wear elegance anytime, anywhere even
on their skin. (AD40)

One skin lightening product compares its affordability to a dream come true. By this comparison, the advertisement is able to express that skin whitening is no longer just a dream because with the use of the product, having whiter skin can be achievable. Second, the product is compared with a celebrity. With similes, it is easier for consumer to have a vivid idea of the product's benefits. If consumers know what the product can do and if they understand the product benefits, it is easier for them to trust the product. Trust is an important quality in order to convince consumers to buy the product.

In advertising, metaphors are widely used. Holman and Harmon (2008) describe metaphor as an implied analogy identifying one object with another and ascribing to the first with emotional or imaginative qualities associated with the second.

Specially formulated with nutritive and
revitalizing fruit extracts which help to
protect each hair from harmful effects
and make hair softer, bouncier and
more shiny. It leaves hair softer, with
more volume, and more shine. (AD100)

A hair cream advertisement is being identified with softer, bouncier, and shinier hair. This metaphor aims to build a favorable image of the product. Tuan (2010) asserts that one of the advantages of metaphor is its centrality to the process of imagination. He added that metaphors are the engines of imagination, and without them, we cannot imagine. Identifying the brand with soft, shiny, and bouncy hair prompts consumers to go to the supermarket and buy the hair cream.

Such form of association stimulates the consumer's imagination to visualize having an almost perfect hair.

The cosmetic advertisement also employs a pun or a play of words to express different senses of the same word, or similar senses or sounds of different words. It consists of deliberately confusing similar words or phrases for rhetorical effect and playing with the several possible meanings that many words have (Krishnasamy, 2007).

Remember that beauty can't be spelled
without "U" (AD16)

For example, one advertisement says "Beauty can't be spelled without U," where "U" refers to letter "u" and pronoun "you." With this, recall is enhanced. Memorability is an important factor in selling a product; the more the line resonates with the big idea, the more memorable it will be.

Use of Clipping. Kosur (2012) defines clipping as a word formation process in which a word is reduced or shortened without changing the meaning of the word. Examples of clipped word in Philippine print advertisement are "fab" for fabulous, "lipo" for liposuction, and "detox" for detoxify.

Be Fab and Scentsational (AD82)

Ardere's laser lipo treatment will zone
in on your problem areas like the
abdomen, the back of one's arm
(AD109)

Follow recommended detox system, diet
and exercise regimen (AD98)

Clipping is used because consumers are more familiar with the clipped word rather than its original version. This type of word

formation is not only popular in print advertising but in television advertising as well, due to it being easy to remember.

Use of Blending. In blending, two words are merged. In “scentsation,” a cologne advertisement combines scent and sensational. Another example comes from a lipstick advertisement which blends pretty and delicious in “prettylicious.”

Careline Tweeny Love is the newest
scentsation series of Careline (AD19)

You can't be dolled up without
prettylicious lips. (AD94)

These blended words add attraction to the advertisement because they are new and they sound interesting and enticing. Furthermore, they are not only concerned with the process that expands the vocabulary of a language but also with the ability to attract attention and eventually sell products.

Words formed out of clipping and blending are both new and memorable. These words have a special meaning in the specified context. Consumers find that these kinds of words can arouse the interest of the advertisement receivers, and so they give more than fleeting attention to the message. By so doing, they easily recognize the brand. By recognizing the brand, they are able to put trust in it and end up buying the brand.

Use of Poetic Devices: Alliteration and Rhyme. Because alliteration and rhyme have to do with the ability to facilitate recall, they are observed in Philippine print advertising.

Turn off hunger, Turn on weight loss
(AD8)

Stay young, Stay white (AD21)

Exceptionally Strong, Exceptionally
Beautiful (AD99)

No Laser, No Fraxel, No Chemical peel
(AD67)

Live life and Love it (AD84)

Look Flawless, Live fearless (AD82)

Dolling up the dull ((AD94)

Glam up the Gloom (AD95)

Use of Imperatives. With the use of imperatives, advertisers are able to use every opportunity to exhort the potential customers to act, to buy and to consume as with the sentence “Try it to believe it” from a slimming company.

The imperative is their last chance, as it were, to move people to act. It is not surprising that advertisers would use imperative sentences in advertising. This kind of sentence is the most direct way to achieve the ideal effect which is to get the consumer to go and buy the product advertised. The use of verbs “try,” “use,” “change,” and “raise” as seen in some print advertising, all command the potential consumer to do something. It urges them to act now by expressing urgency.

Use of Code-switching. Advertisers recognize the importance of the language and dialects we speak. In the Philippines, even as people equate English with prestige and social status, the dropping of English words seems to add to the persuasive effect of advertisement.

Kapag Placenta dapat Renew [It should
be Renew for Placenta) (AD21)

Sexy ka na, Tipid ka pa (You become
sexy, and you end up saving) (AD45)

Siguradong mas confident pag pimple
free at blemish free (Surely more
confident when pimple-free and
blemish-free) (AD74)

With code-switching, the advertisement can be both local and global. A skin care lotion promotes its product by saying “Siguradong mas confident pag pimple free at blemish free (Surely more confident when pimple-free and blemish-free).” The local language identifies with the target consumer, while the international language creates an image of excellent quality. With such quality of code-switching, it is able to establish close connection with local consumers and at the same time giving the impression of being world class.

Use of Problem-Solution Structure. In a whitening and firming advertisement, a problem is presented, followed by a solution. First the advertisement points out to the high price of whitening products as a problem and then offers its product as a solution.

Problem:

Sadly, for a lot of us, the thought of whiter skin is nothing more than a dream, as the reality is, most skin whitening regimens come at a price that only the rich and famous can afford

Solution:

Enjoy the superior whitening and firming that can only come from Gluta White & Firm, now with added skin cleansing and peeling action of salicylic acid with the new Gluta White & Firm Exfoliant White Soap, without spending a lot. (AD15)

Try it to believe it! (AD4)

Use Careline Pimple Concealer with tea
Tree Oil (AD17)

Change the way you clean your hair
(AD106)

Raise it to the next level (AD53)

Use it to bring light to bare skin or top
extend the life of foundation (AD97)

Kim (2007) explains that this kind of structure leads the consumers to accept that some situation present a problem in their lives. A solution is then presented and justified in the form of the product. Thus, advertisers create a problem in order to market their product.

The use of these syntactic and semantic features aims to come up with effective advertising that is foreseen to result in product sales. Print advertising will exploit all language forms and features available in order to come up with the most convincing statement. The syntactic and semantic features of print advertising all contribute greatly to the effectiveness and success of print advertisements as evident in Philippine cosmetic and beauty product print advertising.

Social Issues in Philippine Print Advertising

The Myth of Perfection. As I delve into the features of print advertising, the disturbing issue of the myth of perfection as dictated by the advertising of beauty products became more apparent to me. The cosmetic industry spends billions of dollars in research and advertising, and profits even more from the exploitation of women's self-esteem and self-image. They promote products that claim to give the perfect hair, perfect skin, perfect body, and even the perfect vagina.

Weusten (2009) expressed her concern at how the beauty industry dictates a normative and one-sided idea of female beauty which is young, thin, and sexy. We have witnessed how images of women in advertisements and glossy magazines are manipulated through Photoshop. She criticizes these unrealistic images because they set unattainable norms for every woman. Moreover, she links these

unrealistic representations to body-altering practices leading to commercial cosmetic surgery.

In the Philippines, the sale of whitening products continues to flourish, from the cheap whitening soap to the unbelievably expensive Glutathione injectable. Indeed, the quest for beauty and perfection is making money at the expense of women's self-image. This calls for an urgent need to educate women about real beauty and the real cause of low self-image.

The Myth of Agelessness. As I gathered cosmetics advertisements for this study, I have seen for what must have been a hundred times the prefix "anti" as used in "anti-aging," "anti-wrinkle," and "anti-age spots." Ostensibly, the cosmetic industry promises rejuvenation, repair, and eternal youthfulness to potential consumers by exposing women to an artificial sense of beauty with medically-enhanced models who have become icons of the so-called ageless beauty. It is indeed very interesting how the anti-aging industry of surgical and non-surgical cosmetics has grown to become a multi-billion dollar industry both in the Philippines and elsewhere.

Today, it is unfortunate that society looks at age as almost a disease. Even sadder is the effect of aging to women's self-image. Age is not a disease as advertisements want us to believe. Age is not equivalent to ugliness as seemed to be portrayed by advertisements with their young and sexy Caucasian models.

With this, the contribution of advertising to the distorted concept of women's image of perfection and agelessness is undeniable and requires immediate attention.

Implication for Practice

The structure of persuasive language as embedded in advertising language implies that there are various creative ways to write. Advertising language's appeal to emotion can be used as a model in both writing and speech classes. In addition, language teachers can

employ these concepts of indirect persuasion to elicit a more creative and more effective student output and involvement in the language classroom. They can also make use of personal experiences, stories, testimonials, and analogies as a teaching strategy to improve students' comprehension and critical thinking. Likewise, language teachers in the process of writing instructional materials can employ this type of discourse as a springboard in the language classroom. Such discourse can be used in analyzing text in order to arouse students' interest, and improve their ability, in reading between the lines.

The concept of convincing can also be used in speech classes. The advertising presented in this paper is an effective and motivational strategy that language teachers can use as an example in a speech class. An example activity that can be drawn out of these strategies is writing persuasive speeches for a campaign speech or demonstration speech.

Metaphors and analogies are also effective tools that language teachers can use. Analogies, given that they lend themselves to multiple interpretations, can generate many ideas from students. Such types of figurative speeches can be used across all disciplines. With the use of this type of language, teachers can make an idea more comprehensible.

The language features that emerged in this study continue to prove that language is dynamic. Advertisers are able to use language even in an unconventional pattern. This innovative language presentation of advertisers gave birth to new words and popularized some famous expressions. Thus, language teachers must realize the vast potential of language and its ability to bring out the best in every student's creativity, especially in terms of self-expression.

Language practitioners in general, must re-evaluate the policy on the use of formal English in the classroom. Students are exposed to new words everyday as portrayed by media, World Wide Web, and advertising. They must be given an avenue to express themselves using the language of the present generation. This is not to say that we take formal English for granted, but simply to make allowances and consider the use of informal and colloquial language in the classroom.

Finally, the educational institution, being a formation institution that molds human beings into responsible, dignified, and civilized members of society, must take a strong stand against the exploitation of women in any form through the formation of discourse on subjects such as gender and cultural relations. Moreover, teachers, being at the frontlines, having direct and strong influence on students, must help educate students about the myth of perfection and agelessness through the creative use of factual information in the classroom.

Recommendation for Future Research

The findings of this study unlock more doors which need to be opened further. For a better understanding of advertising in the Philippine context, the discourse of the three magazine's advertisement can be compared and contrasted. Further, the same study may be conducted to explore both television and radio advertising. It is also useful to conduct a more detailed study of advertising slogans. Slogans are not only useful in advertising but in language learning as well because of their lasting effect. Finally, the present investigation invites and offers further interdisciplinary research on advertising language that uses the tools of linguistics for describing and analyzing the influences of such potent form of communication as the language of advertising.

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