A STUDY OF MOVES, LINGUISTIC FEATURES, AND ADVERTISING

STRATEGIES IN WOMEN'S AND MEN'S ONLINE SKINCARE

PRODUCT ADVERTISEMENTS

BY

MISS SIYANEE SAWETSIRI

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF

THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS

PROGRAM IN ENGLISH LANGUAGE STUDIES

DEPARTMENT OF ENGLISH AND LINGUISTICS

FACULTY OF LIBERAL ARTS

THAMMASAT UNIVERSITY

ACADEMIC YEAR 2017

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ENTITLED

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WOMEN'S AND MEN'S ONLINE SKINCARE PRODUCT ADVERTISEMENTS

was approved as partial fulfillment of the requirements for
the degree of Master of Arts

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ABSTRACT

This study investigated the moves, linguistic features, and advertising strategies used in women's and men's online skincare product advertisements. The data comprised 100 online skincare product advertisements of 50 women's advertisements and 50 men's advertisements taken from the official English language websites of five leading brands: Olay, Nivea, Dove, Garnier, and L'Oréal from May to July 2016. Based on the adapted frameworks drawn from the pilot study and previous findings of moves (Bhatia, 2004), linguistic features (Bhatia 2004; Cook, 2001; Myer, 1994), and advertising strategies (Cheong and Kaur, 2015; Kaur, Arumugam and Yunus, 2013), the data in Women corpus and Men corpus were first analyzed for moves, and the results were assessed for intercoder reliability. Then, the linguistic features and the advertising strategies used in each move were examined.

The findings from the moves analysis of Women corpus and Men corpus revealed that there were two obligatory moves: *Move 1 Headlines* and *Move 5 Detailing* the products. The differences between two corpora were identified in terms of the move presence and move status. With regard to the move presence, the results showed that Women corpus consisted of seven moves, and Men corpus consisted of six moves. The findings indicated the same six moves in the two corpora except that

Move 4 Establishing credentials was absent in Men corpus. Regarding the move status, the results highlighted that *Move 5 Step 8 Indicating how to use the products* was an obligatory step in Women corpus whereas it was an optional step in Men corpus.

The findings from the linguistic features at the syntactic level showed a difference between the two datasets in *Move 1 Headlines* and *Move 5 Detailing the products*. The results of the women's advertisements demonstrated the preference of *Incomplete sentences* in *Move 1 (Headlines)* and *Statements* in *Move 5 (Detailing the products)*. However, the results of the men's advertisements indicated the frequent use of *Statements* in *Move 1 (Headlines)* and *Incomplete sentences* in *Move 5 (Detailing the products)*. In addition, the findings from the linguistic features at the lexical level also marked the difference between the two corpora in *Move 1 Headlines, Move 3 Justifying the products, Move 5 Detailing the products*, and *Move 7 Urging actions*. The results revealed that *Binomial Expressions* and *Adjectives* were the prominent choices in Women corpus whereas *Conjunction* and *Nominal expressions* were the salient lexical features in Men corpus.

The findings from the advertising strategies demonstrated that online skincare products advertisements in the two corpora employed certain advertising strategies including *Manufacturing consent through implication, Highlighting exclusiveness,* and *Dermatologist endorsement and Claiming scientific evidence* in order to make the skincare products desirable. The study also found a noticeable difference between Women corpus and Men corpus in the use of advertising strategies in *Move 3 (Justifying the products)*. The results showed that *Invoking inadequacies* were frequently employed in women's online skincare product advertisements whereas *Highlighting the importance of skincare practice* were commonly adopted in men's online skincare product advertisements.

This present study suggested that writers tended to use some different communicative purposes, linguistic features, and strategies in women's and men's online skincare product advertisements for the purchase motivation of skincare

products. It is hoped that the results of this study would serve as a guideline for learning and teaching of writing online skincare product advertisements.

Keywords: move structures, linguistic features, advertising strategies, online skincare product advertisements

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CHAPTER 1

INTRODUCTION

In this chapter, the background of the study, the statement of the problem, and the purposes of the study are described, followed by a presentation of the research questions, the scope of the study, the significance of the study, the definitions of terms and the study's limitations.

1.1 Background of the study

Advertising is a major part of our everyday lives. We encounter advertisements in various forms such as TV commercials, billboards, radio advertisements, advertisements in magazines, and online advertisements. Advertising is the non-personal presentation and promotion of ideas, goods and services in a paid form (Kotler & Keller, 2009). The objective of advertising is not only to sell products and services, but also to enhance the reputation of the organization (Vestergaard & Schroder, 1985). With the development of technology, the internet has become a source of advertising that can reach people around the world. Advertising online can be used to promote any products or services worldwide. Nowadays, companies use their websites to promote their products and services in order to provide information and describe the benefits that are available to consumers. These online advertisements focus on attracting the attention of young people unlike other types of advertising, which are aimed at consumers of all age groups.

With an increase in beauty consciousness among consumers, a large number of skincare products are appearing on the market. These skincare products include facial and body care. In the past, sales of skincare products were aimed at female consumers. Nowadays, there is an increase in the number of skincare products for males on the market. As a result of the differences in terms of gender, interests and lifestyles among consumers, advertisers focus on creating advertisements that attract and influence the target consumers. In order to appeal to these customers, advertisers need to ensure that the messages in the advertisements are pleasant and

persuasive. Therefore, the language that is used in the promotion of products or services and communication with consumers is a highly important factor. Because the advertising of skincare products has some particular rhetorical structures, linguistic features, and strategies used to promote the products and attract customers, skincare product advertisements are one of the most significant advertising discourses to study.

An essential element in advertising is the language, the function of which is to arouse the attention and create interest in the audience, as well as stimulate their desire and the creation of conviction, which encourages them to take some type of action (Vestergaard & Schrøder, 1985). An effective selection of words, sentence types and structures is essential in order to attract consumers and affect their decision to purchase the products. Therefore, advertisers have to select the attractive and suitable language, including word choices and sentence types and structures, in order to create advertisements that can draw the attention of the consumers. The language is used differently with different types of products and services. Due to the use of language being quite various, it is important to study how advertisers can create successful advertisements.

The use of advertising strategies enable advertisements to attract both male and female customers more effectively. Strong knowledge of linguistic resources is thus necessary for the writing of online advertisements as well as the advertising strategies that can convince the target consumers to purchase specific products. Advertisers implement various types of strategies; however, the primary objective is to arouse the interest of the viewers, motivate consumers to purchase the advertised products and services, and persuade them to be loyal and have trust in the brand and the quality of their products.

In addition, a number of previous studies have highlighted the advantages of online advertising (Armstrong, 2001; Kaye & Medoff, 2001; Schumann & Thorson, 2007). The increased use of online advertisements expands the need to gain a better understanding of the rhetorical structures and choices of linguistic resources used in online advertising. Moreover, knowledge of how to write online advertisements requires an understanding of the organization of texts, the choices of linguistic devices, and the use of advertising strategies.

1.2 Statement of the problem

Nowadays, Thai professional workers in the business sector tend to be required to write various types of English language texts in different forms, including business letters, press releases and online advertisements at their workplaces. Successful writing of online advertisements involves good knowledge of typical structures, linguistic resources, and the strategies for writing this type of text in order to achieve the communication goals and persuade customers to buy the products. However, the keys to writing effective advertisements are generally only known among people with experience in the advertising field and the advertisement writers themselves.

Online advertisements are considered as a sub-genre of advertising, similar to print advertisements, TV commercials, and radio advertisements. In this study, the online advertisements are the product information that is promoted on the websites of the companies. As explained by Janoschka (2004), the language use, message flow, and styles of direct address of users are the main differences between online advertisements and other types of advertising. Online advertisements are likely to have a more interactional-conversational style. In addition, Labrador, Ramon, Alaiz-Moreton and Sanjurjo-Gonzalez (2014) explained that print advertisements consist of linguistic devices that are used to describe the product, whereas online advertisements comprise non-verbal elements such as pictures, pop-up windows, videos, hyperlinks, banners, and demonstrations as well as numerous other elements. Janoschka (2004) studied web advertising and found that online advertising employs several interactive and multi-linear components, which allow users to select the choices that correspond to their own path.

The approach of genre analysis provides explanations of how and why these texts can be written. Genre analysis provides a description of the texts of the genre, the move structures and the linguistic features that are used by the discourse community in order to achieve their communicative purposes. In genre analysis, the focus is on identifying the move structure of a genre, analyzing the realization of each move, and investigating the linguistic resources of each move that are used to convey the meaning in order to achieve the communicative purposes. Investigating and

understanding the move structures and linguistic features used in the text can help students create writing that achieves their communicative purposes. Writing effective texts involves the choice of particular sentence types, structures and lexical elements. By analyzing the move structures and linguistic features of online advertisements, this study aims to collect and record the characteristics of the linguistic resources that online advertisements contain. Strong knowledge of the move structures, steps, and linguistic elements of the texts will assist the students with communicating with readers about the product information and urging them to make a positive decision regarding buying the products. Therefore, the genre analysis of online advertisements is able to help students with the composition of this kind of text.

Previous research on the online advertising of electronics products by Labrador, Ramon, Alaiz-Moreton and Sanjurjo-Gonzalez (2014) showed the unique characteristics of online advertisements, including the rhetorical structures and linguistic elements found on websites. The findings regarding the moves in online advertisements of electronic products showed that different genres have different types of moves. Therefore, the moves in online skincare product advertisements may have unique characteristics that are different from print advertisements. Compared with print advertisements such as straight-sell advertisements (Kathpalia, 1992), print advertisements (Bhatia, 2004), and print beauty product advertisements (Teo, 2008), the online advertisements of electronics products show a difference in terms of move presence, which was identified as having fewer moves.

While studies on the academic genres found the shared common move types and structures, advertisements may be found to lack structures or guidelines because they are written in accordance with the individuality and creativity of the different copywriters; however, previous findings involving moves in advertisements by Bhatia (2004), Kathpalia (1992), and Teo (2008) found a recurrence of similar move structures in advertisements, which include nine moves (*Headlines, Targeting the market, Justifying the product or service, Detailing the product and service, Establishing credentials, Endorsement, Offering incentives, Using pressure tactics*, and *Soliciting response*). Therefore, a new research study of online advertising can shed light onto whether the moves of online advertisements show the recurrences of moves

as seen in the print advertisements by many researchers. The move analysis of online skincare product advertisements for male and female consumers could be investigated to see whether there is a shift from the previous studies and to confirm the recurrence of moves in the promotional genre.

Previous research on the linguistic features analysis of promotional genres such as bank advertisements (Lazovic, 2014), electronic product advertisements (Labrador, Ramon, Alaiz-Moretonm, & Sanjurjo-Gonzalez, 2014), and hotel advertisements (Li, 2013) highlighted the findings of the linguistic choices for evaluating the products and presenting the attractive characteristics of products in advertisements. Furthermore, the studies on language and gender conducted by Lakoff (1975), Coates (1998), and Tannen (1990) reported the differences in male and female speech. For instance, Lakoff (1975) suggested that women speak in a way that is different from that of men, which reflects a subordinate social status. Tannen (1990) stated that men and women use different styles of communication and reported that women use "rapport talk", which is private speaking, while "report talk", or public speaking, is used by men. While many scholars have focused on gender differences in speaking, others have studied the difference in writing with topics such as "A Gender Based Adjectival Study of Women's and Men's Magazines" (Arvidsson, 2009), "Discourse of difference? Examining gender differences in linguistic characteristics of writing" (Jones & Myhill, 2006), "Gender Differences in Advertisements – A Study of Adjectives and Nouns in the Language of Advertisements" (Yang, 2010), and "Gender variation in writing: Analysing online dating ads" (Schultz, 2013). These previous studies suggest that there are differences in language use between men and women; however, there seems to be only a few studies that focus on how language is used to attract the target female and male consumers in online advertising. The online advertisements that were written to attract either women or men may have the unique characteristics of the linguistic choices. Skincare advertisements, as one type of the advertisements written specifically for male and female consumers, reflects the differences in the use of language to achieve communicative purposes intended for women and men. Therefore, it is worth investigating the differences in the use of language in online advertisements of skincare products to communicate with males and females.

In addition, this study hopes to fill the gap in the research by focusing on the connection between the advertising strategies and the moves. In general, previous studies focused on the analysis of strategies relating to the explanation of the manipulated ideology of the femininity and masculinity in advertisements (Cheong and Kaur, 2015; Kaur, Arumugam and Yunus, 2013). With regard to the need to know how to write advertisements, the findings of previous research seem to be limited. Therefore, a study that offers an understanding of the connection of moves and the use of advertising strategies can assist Thai students to learn how to write effective advertisements. Therefore, this study intends to use the analysis of linguistic features and move structures to describe how copywriters influence attitudes toward and perceptions of the advertised products in order to motivate the purchases of consumers through the use of advertising strategies.

In conclusion, this study aims to explore the unique characteristics of online skincare product advertisements for men and women in order to provide useful information including the moves, linguistic devices, and the use of advertising strategies that may help Thai students with writing online advertisements. The findings of this present study will help Thai students understand how to write advertisements that communicate more effectively with the male and female consumers.

1.3 Purposes of the study

The purposes of this study, which intends to analyse and investigate the similarities and differences of the move structures, the syntactic and lexical choices, and the strategies implemented in men and women's online skincare product advertisements, are to:

(1) Explore the structure of the moves and steps of online skincare product advertisements by investigating the similarities and differences of move structures between men's and women's advertisements and adopting a model of move structures in advertisements based on a pilot study.

(2) Discover the similarities and differences of the linguistic features at the syntactic and lexical levels that are used in each move in men's and women's advertisements

by examining the syntactic elements based on the study by Myer (1996) and lexical elements based on the research of Bhatia (2004) and Cook (2001).

(3) Investigate the advertising strategies that are used to target male and female consumers by adapting advertising strategies used in women's beauty product advertisements from the study by Kaur, Arumugam and Yunus (2013) and advertising strategies used in men's grooming products from Cheong and Kaur (2015). Also, the use of linguistic features in each strategy will be examined further.

The results are aimed at explaining the move structures, the use of particular syntactic and lexical choices, and the use of advertising strategies to target male and female consumers in online skincare product advertisements.

1.4 Research questions

(1) What are the moves of women's and men's online skincare product advertisements?

(2) What linguistic features are used in each of the moves?

(3) What advertising strategies are used in each of the moves?

1.5 Scope of the study

This study analyzes the online advertisements for men and women's skincare products.

1. The data consists of 50 texts from advertising for men and 50 texts from advertising for women that were collected from the official websites of five brands, which include Dove, Garnier, Loreal, Nivea, and Olay. The length of the advertisements is more than five sentences.

2. This study will focus only on linguistic resources for the study of move structures, linguistic features and the use of advertising strategies. The visual elements are not the focus of the study since the objective of this study is to obtain the information about the linguistic elements in order to assist Thai students and workers in the various business fields to write online advertising in English.

1.6 Significance of the study

This study provides a detailed description of the move structures, linguistic features and advertising strategies that are applied in order to target male and female consumers in online skincare product advertising. The significance of this study can be explained in the following three aspects.

First, this study aims to assist Thai students in their writing of online advertisements by providing the information regarding moves, linguistic features, and the use of advertising strategies. This study provides the detailed descriptions of the similarities and differences of the preferences of moves and steps in online advertisements for women's and men's skincare products. Second, it provides information about the linguistic features, including syntactic and lexical choices that are frequently used in each move in order to achieve the particular communicative purposes. Third, this study explains the use of advertising strategies with relation to the moves and linguistic elements to target male and female consumers in order to motivate the target consumers to buy the products. Finally, this study is intended to fill the research gap in the area of genre analysis. Advertising is considered as one member of the "colony of promotional genres, so online skincare product advertising is a sub-category of the promotional genre colony. Therefore, this study expands the research area of promotional genre colony. The present study aims to contribute information to academic researchers who are interested in the area of advertising, especially in the language study involving online skincare product advertisements.

1.7 Definition of terms

1. Genre analysis

Genre analysis is the study of a spoken or written discourse. Swales (1990) explained that genre analysis illustrates the patterns of organization and the language used to express those patterns. Genre analysis provides an understanding of the structures, processes, characteristics, linguistic features and purposes of the text.

2. Move analysis

Move analysis is an investigation of the stages and linguistic features in the text. Move is an act of communication, and a small unit of move that is employed to accomplish a communicative objective is known as a step. Bhatia (1993) stated that each move plays its role in achieving a communicative intention and steps assist each move with reaching the goal.

3. Linguistic features at the syntactic level or the syntactic features

The linguistic features at the syntactic level or the syntactic features involves a set of rules that are used to create a sentence. In this study, the researcher will apply the common syntactic features of advertisements based on the study of Myer (1996), including statements, commands, questions, exclamations and incomplete sentences.

4. Linguistic features at the lexical level or the lexical features

The linguistic features at the lexical level or the lexical features are the small units of words that have a meaning and a function in a sentence. In this study, the researcher will apply the common lexical features of advertisements based on the studies of Cook (2001) and Bhatia (2004). These common lexical features consist of the use of the direct personal pronouns 'you' and 'your', adjectives, binomial and multinomial expressions, and nominal expressions.

5. Advertising strategy

The advertising strategy is the plan that a company develops in order to motivate consumers to make purchases of their products or services. The use of advertising strategy involves a series of tactics that promote the products or services to the target groups of consumers. In this study, the researcher focuses on the information in the online advertisements, which is the information that was written about the products or services to persuade the consumers to buy them.

CHAPTER 2

REVIEW OF LITERATURE

This chapter presents an overview of advertising and skincare product advertisements, the approaches of genre analysis and move analysis, the common linguistic features found in advertisements, the gender differences in the use of language, and the previous studies on genre analysis and linguistic features that are used in advertising.

2.1. Definitions and functions of advertising

Advertising is used to provide important information about products or services in order to persuade consumers to buy, use, or support them. According to Harris and Seldon (cited in Vestergaard & Schrøder, 1985), advertising is a marketing tool or a form of communication that is used to provide information and promote goods or services. Bovee and Arens (1992) explained that advertising is a non-personal type of communication in a persuasive form that is used to provide information about organizations, ideas, products and services by identified sponsors through the use of various media by informing, encouraging, and influencing the audiences. Advertisements were defined by Kotler and Keller (2009) as a type of presentation and promotion of ideas, goods or services by a source that is identified. Therefore, advertising is primarily a form of communication between companies and the consumers about goods and services. The main objective of advertising is to use various forms of media to influence consumers, so that they decide to purchase the products or take some form of action.

Therefore, the primary function of advertisements is to capture consumers' attention and focus it onto goods and services in order to persuade people to buy them (Crystal, 1987). However, the function of advertisements is not only for

the promotion of the products or services, but they are also used to seek support, plead, warn, amuse, inform, misinform, worry, remind, and influence the opinions, attitudes and emotions of the audiences (Cook, 2001). In other words, advertisements have various functions depending on the objectives of the advertisers, companies and organizations that are involved in using them.

2.2 Online advertisements

Most companies have recently begun promoting their products or services on their own websites. The online advertisements in this present study are the advertisements that are promoted on the websites of various brands. Labrador, Ramon, Alaiz-Moreton and Sanjurjo-Gonzalez (2014) provided the descriptions of online advertisements based on the criteria classified by Cook (2001), namely the medium, product type, technique, type of advertising, consumer profile and length of the advertisement. They also reported that online advertisements can be both the reason and tickle types of advertising that have their own internal structures with the long length serving to sell the products with both hard-sell and soft-sell techniques to computer-literate groups of consumers. Janoschka (2004) explained that online advertising consists of the interactive and multi-linear components that provide users with the choices that match their own path.

Furthermore, Labrador, Ramon, Alaiz-Moreton and Sanjurjo-Gonzalez (2014) point out that online advertising has both textual and contextual features in common with the other types of advertisements. Regarding the textual features, the verbal elements that are used to provide the product descriptions and influence the decisions of consumers are essentially the same as those found in other types of advertisements. The non-verbal features, such as pop-up windows, hyperlinks, images, banners, videos, demos, etc., are the elements that are unique to online advertisements. In addition, Janoschka (2004) listed the language use, message flow, and types of direct user addressing as the major differences that distinguish online advertising from other types of advertisements.

2.3 Skincare product advertisements

Skincare products include facial and body care products such as facial cleansers, lotions, and moisturizing creams. Skincare product advertisements are categorized as a kind of industrial or trade advertising according to Vestergaard and Schrøder (1985), and as a product advertising type according to Cook (2001). The skincare product advertisements are aimed at providing information about the products in order to stimulate the consumers' needs for the products. They suggest that the consumers should use the advertised products to improve their skin, enhance their beauty, promote attractiveness, and change their appearance.

In the past, women were the only intended consumers for skincare product advertisements, and the advertisements aimed to build upon the idea that women must do their best to maintain beauty (Sheehan, 2014). Nowadays, men have become the intended consumers for the grooming product advertisements. The concept of masculinity and grooming have become associated during the past two decades (Harrison, 2008). The term 'metrosexuality' was coined by Mark Simpson in 1994 in order to define the men who are interested in fashion and grooming. This concept encourages men to have a traditional masculine look that is focused on physical strength and also persuades men to use the grooming products in order to have a good appearance (Harrisson, 2008). The concept of metrosexuality has been spread widely from Western to Eastern societies through the global media. Therefore, the grooming products for men are an increasing trend in the markets worldwide nowadays.

2.4 Genre analysis

Genre is a form of communication such as a book, an article, or an advertisement. Genre is defined by Swales (1990) as a communicative event that is recognizable and includes a set of communicative purposes, which are identified and commonly understood by the groups in the discourse community. The genre has a structure and employs language that is intended to accomplish the communicative

goals. Bhatia (1993) explains that genre is a communicative event with a particular structure that is distinguished by its communicative purposes. Each genre achieves a number of specific communicative objectives due to the conventionalized language and the model of discourse structure that it contains.

In addition, Swales (1990) explained that the rhetorical patterns of the texts and the types of language that are used to express these patterns can be revealed by genre analysis, which provides insights into the characteristics of a genre because it allows researchers to understand the ways in which a discourse community uses language (Swales, 1990). Because the structures facilitate the purposes of the information in the genre, how the genres are organized to convey the messages is also revealed by genre analysis, which involves identifying and analyzing the realizations of each move. The moves are comprised of the various words and structures that are based upon the distinct goals that the writers want to accomplish. In summary, genre analysis provides insights into the structure, process, characteristics, linguistic features and purposes of a text.

The use of genre analysis in the English for Specific Purposes traditions examines genres for their pedagogical implications. Genre analysis involves the identification of the communicative purposes, descriptions of the moves and steps in the text, and the choices of linguistic resources that are made in order to achieve the goals of communication of the text. The pioneering work on genre analysis in the English for Specific Purposes traditions was first done by John Swales (1990) who gave the definition of genre as "a class of communicative events with some shared set of communicative purposes". The genre analysis of ESP schools involve the generic analysis of academic discourse (research articles, theses, dissertations, etc.), whereas the genre analysis of professional discourse involves generic analysis of letters of sales promotions, letters of job applications, etc.

2.5 Move analysis

Move analysis reveals the patterns of text organization and the linguistic resources that are used to achieve the communicative purposes. The meaning of move can be described, as Swales (1990) explained, as a unit that has a function within a text, which consists of the communicative purpose. In addition, Bhatia (1993) provided a definition of a move as a unit of communicative purpose. Kanoksilapatham (2007) defined a move as a section in a text that expresses a specific function of a communicative purpose, and moves exhibit the overall communicative purposes in order to shape the genre.

A move can be further divided into steps and sub-steps, which are the smaller units. Swales (1990) defined steps as strategies that are used to achieve a communicative purpose of a move. The function of steps is to assist the move in providing more detailed information in order to achieve the communicative goals. Therefore, writers use a variety of different moves and steps to accomplish a specific communicative purpose. A 'move' can be identified and realized by one sentence or more, or by a unit of analysis below the level of a sentence. The length of a move normally ranges from a single sentence to a paragraph. The linguistic features of one move differ from those of others according to the communicative purpose of the writer. Each sentence or group of sentences has a specific aim, and we can thus identify a move based on the communicative purposes of the sentences.

The purpose of genre analysis in the English for Specific Purposes traditions is to identify the moves, which are units of linguistic resources that consist of the communicative purpose of the writer. The first well-known pioneering work is the move analysis of research articles introduced by Swales (1981, 1990). A structure of three moves was identified and referred to as the CARS model (Create a Research Space).

In the English for Specific Purposes approach, move analysis is the identification of a unit of linguistic resources that consists of the meaning and communicative purpose that the writer intends to achieve as the goal of the communication. The approach of move analysis is to examine the moves, the

sequences of moves, and the linguistic elements that are used to fulfill the communicative functions. Previous works involving move analysis have been conducted on the academic and professional genres. In the academic genres, the researchers examined academic writings from several disciplines, such as applied linguistics (Yang & Allison, 2003), biochemistry (Kanoksilapatham, 2007), biology (Samraj, 2002), computer science (Posteguillo, 1999), engineering fields (Maswana, Kanamaru, & Tajino, 2015), and medicine (Williams, 1999). In the professional genres, the previous works include several types of sub-genres, including, direct mail letters (Upton, 2002), fundraising letters (Biber, Upton & Conner, 2007), letters of application (Upton & Connor, 2001), letters of recommendation (Precht, 2000), print advertisements (Bhatia, 2004), sales promotional letters (Bhatia, 1993), and straight-sell advertisements (Kathpalia, 1992).

2.6 Move structures in advertisements

According to Bhatia (2004), sales promotion letters, job applications, book blurbs, and advertisements constitute the members of the "colony of promotional genres". Promotion of a particular product or service to a group of consumers is the main communicative purpose of advertising (Bhatia, 1993). In the study by Kathpalia (1992) examining straight-sell advertisements, a nine-move structure was outlined, including *Headlines, Targeting the market, Justifying the product or service, Appraising the product, Establishing credentials, Endorsements or Testimonials, Offering incentives, Using pressure tactics* and *Urging action*. Each of these moves is explained in detail in Table 2.1 below.

Table 2.1 The move structure of straight-sell advertisements (Kathpalia, 1992)

Move	Description
1. Headlines	This move's function is to attract and retain the attention of the readers.
2. Targeting the Market	This move's function is to attract a specific group of consumers.
3. Justifying the Product/Service	This move's function is to explain the important benefits of the product or service and establish the needs of the customers.
4. Appraising the Product	This move's function is to provide information about the product and describe the product in a positive light.
5. Establishing Credentials	This move's function is to strengthen the confidence of consumers in the company and its products by presenting the company profile, product or service guarantee or warranty, and the after-sales service.
6. Endorsements/Testimonials	This move's function is to enhance the confidence of consumers by presenting comments from experts or satisfied customers.

7. Offering Incentives	This move's function is to offer incentives in order to encourage consumers to buy the product or service.
8. Using Pressure Tactics	This move's function is to offer some additional benefits in order to persuade customers to make a quick decision when buying a product or service before a specified deadline.
9. Urging Action	This move's function is to encourage consumers to take action such as purchasing the product or requesting further information.

Bhatia (2004) analyzed the moves in advertisements and proposed that the move structures commonly found in advertisements consist of nine moves as listed and described in Table 2.2 below. This present study adopts these move structures as an analytical framework because these moves were found to be applicable to identifying the moves used in the online skincare product advertisements.

Table 2.2 Move structures in advertisements from Bhatia (2004)

Move	Description
1. Headlines (for attracting readers)	This move's function is to attract and retain the attention of the readers.
2. Targeting the market	This move's function is to attract a specific group of consumers by stating that the product serves their needs or that the product is important for the particular group based upon the identified gender, age group, interests, etc.
3. Justifying the product or service *- by indicating the importance or need of the product or service* *- by establishing a niche*	This move's function is to establish a niche by identifying the importance of the product or service, or the need that it fulfills.
4. Detailing the product or service *- by identifying the product or service (Offering product)* *- by describing the product or service (Detailing the offer)* *- by indicating the value of the product or service (Positive evaluation)*	This move's function is to describe the product or service by offering further details, and providing information regarding its value.

5. Establishing credentials	This move's function is to impress consumers by outlining the company's achievements and expertise regarding the product or service and promoting a positive image of the product or service.
6. Celebrity or typical user endorsement	The function of this move is present the comments of experts, celebrities, or satisfied consumers regarding the product or service in order to build the consumers' confidence.
7. Offering incentives	This move's function is to increase the attractiveness pf the product or service by offering a discount that will encourage the customers to buy it.
8. Using pressure tactics	This move's function is to encourage consumers to make a quick decision about purchasing the product or service by mentioning a specific deadline.
9. Soliciting response	This move's function is to persuade the consumers to engage in further communication with the company by providing the contact information such as telephone numbers, e-mail addresses, addresses and the names of the personnel that they can contact.

2.7 The language in advertisements

Vestergaard and Schrøder (1985) explained that the language used in advertising is concise, highly descriptive, brief and to the point. In order to encourage consumers to buy products or services, the advertisements must be persuasive, and thus the language is highly important. In addition, to efficiently capture consumers' attention and save costs, the advertisements should contain short messages. Therefore, succinct use of language plays a significant role in advertising. Vestergaard and Schrøder (1985) also explained three techniques that advertisers use with the language in order to promote the products and services in the advertisements, including:

(1) Arouse the attention and create interest by making a claim for the product in the illustration, headline and slogan (e.g., Lookin' Foxy. Feelin' Fantastic).

(2) Stimulate the desire and create the conviction in the body copy.

For example: 'Chique… Only some women have it.'

(3) Encourage the audience to take some type of action in the copy or slogan by using an imperative clause (e.g., Make X your toothpaste.), a negated interrogative clause (e.g., Isn't it time you came back to X?), a "why not" question (e.g., Why not change to X?) or an act of directive speech (e.g., You should try X.).

2.8 Linguistic features in advertisements

In order to appeal to consumers, the linguistic features are essential elements because different words and structures need to be employed to accomplish specific communicative objectives. Therefore, advertisement writers must select the attractive and suitable language including word choices, sentence types and structures so as to create advertisements that can draw the attention of the consumers. In this section, the linguistic features commonly used in both the syntactic and lexical levels of the texts that are found in advertising are described.

2.8.1 Syntactic features in advertisements

This section discusses the common sentence types and structures that are found in advertisements, including statements, commands, questions, exclamations, and ellipsis based on the work of Cook (2001) and Myer (1994). The examples of each syntactic feature were collected from the advertisements in the Women corpus and the Men corpus of this study.

2.8.1.1 Statements

Myer (1994) defined a statement as a type of sentence that aims to assert facts about the world. Statements are the most common sentence type found in written English. In advertising discourse, statements are used to provide information about the product or service.

Examples:

"Skin looks purified without feeling dry." (Men's Text No. 1)

"Dove Men+Care Sensitive+Face Wash is designed specifically for men." (Men's Text No. 21)

"The formula is enriched with peptide-rich Soya Bean extract." (Women's Text No. 4)

2.8.1.2 Commands

Cook (2001) defined a command as a type of communication that expresses the meaning of a request, advice, warning or suggestion, etc. that urges the listeners to engage in an action or behavior. The command starts with the tenseless base of the verb and the second person pronoun 'you' as the subject, although the subject is normally omitted.

Examples:

"Smooth a layer onto your skin and experience the relaxing fragrances."

(Women's Text No. 7)

"Discover a new way to hydrate your skin; QUENCH it." (Men's Text No. 6)

"Try Dove Men+Care Sensitive Shield Body and Face Wash." (Men's Text No. 26)

2.8.1.3 Questions

Myer (1994) explained that a question aims to invoke an assumption from the readers. Questions include a two-phase process of information reception. In this process, a question is first raised and then answered. As a result, passive reception is turned into an active understanding.

Examples:

"Do you want to protect your lips from drying out?" (Women's Text No. 39)

"Is Micellar Oil-Infused Cleansing Water right for me?" (Women's Text No. 46)

"Need to freshen up?" (Men's Text No. 38)

2.8.1.4 Exclamations

Myer (1994) described that exclamations aim to create the intonation and facial expression in the face-to-face interaction. It shows the writer's feelings of surprise and invokes consumers' emotions. In advertisements, exclamations are applied in order to create the interaction with the consumers by expressing strong feelings.

Examples:

"Instantly, skin looks healthier, feels recharged with moisture!" (Men's Text No. 10)

"No Oil, No Sweat!" (Men's Text No. 15)

2.8.1.5 Ellipsis or Incomplete sentences

Ellipsis is frequently found in advertisements and was explained by Cook (2001) as the omission of a linguistic unit that the previous sentence has already supplied. Bhatia (2004) pointed out that ellipsis helps advertisers save time, space, and costs. It is used to eliminate any unimportant words or phrases in order to highlight the main information that the advertisers want the consumers to receive.

Examples:

"Instantly remove make-up and impurities." (Women's Text No. 8)

"Help perfect skin texture." (Women's Text No. 16)

"Leaves skin feeling fresh" (Men's Text No. 25)

2.8.2 Lexical features in advertisements

This section discusses the lexical features that are commonly found in advertising, which include the use of the pronouns 'you' and 'your', adjectives, binomial or multinomial expressions, and nominal expressions according to the studies of Cook (2001) and Bhatia (2004). The examples of each lexical feature were collected from the advertisements in the Women corpus and the Men corpus.

2.8.2.1 Pronouns 'you' and 'your'

Pronouns 'you' and 'your' are frequently used in advertisements (Cook, 2001). The use of these personal pronouns is employed to create an interpersonal situation between the advertiser and the consumers in order to make the consumers feel that the products in the advertisements are designed for them personally, which makes them feel important. In addition, it makes the advertisements more persuasive by reducing the gap between the advertiser and the consumer.

Examples:

"Add Pore Minimising Cleanser + Scrub to <u>your</u> skin care routine to cleanse deeply and exfoliate skin" (Women's Text No. 21)

"<u>You</u> want to be touched by ultimate smoothness?" (Women's Text No. 41)

"<u>You</u>'re a man with sensitive skin." (Men's Text No. 44)

2.8.2.2 Adjectives

Adjectives are frequently used in advertisements to provide additional information at a more emotional level. The adjectives are used to create a picture in the imagination of the consumers in order to persuade them to purchase a product or service. The comparative and superlative forms of adjectives are also used to place emphasis on the benefits of a product or service. Bhatia (1993) pointed out that adjectives are important because they provide a more precise description of the product or service.

Examples:

"Skin is <u>luminous</u>." (Women's Text No. 10)

"Each night, skin feels firmer and smoother." (Women's Text No. 2)

"This is our <u>best</u> face wash for men prone to <u>dry</u> skin." (Men's Text No. 17)

According to Leech (1966), there are twenty adjectives that are most often used in advertisements. These are listed in Table 2.3 below.

Table 2.3 List of twenty adjectives most frequently used in advertising (Leech, 1966)

Twenty adjectives frequently used in advertising

1. new	6. full	11. crisp	16. easy
2. good/better/best	7. sure	12. fine	17. bright
3. free	8. clean	13. big	18. extra
4. fresh	9. wonderful	14. great	19. safe
5. delicious	10. special	15. real	20. rich

2.8.2.3 Binomial or Multinomial expressions

The sequences of two or more words or phrases that are the same part of speech are known as binomial or multinomial expressions. These are usually connected together by the conjunctions 'and' or 'or' (Bhatia, 1993). Binomial or multinomial expressions can be used in advertisements to express the facts or the truth about the objects. They also appear in the legal texts to make them more precise.

Examples:

"Nourish, Brighten, Restore." (Women's Text No. 3)

"Skin is left looking healthy, fresh and fit." (Men's Text No. 33)

"It leaves skin looking healthy and cared for and feeling comfortable and smooth." (Men's Text No. 43)

2.8.2.4 Nominal expressions

There are three types of nominal expressions that can be found in advertisements, which include complex nominal phrases, compound nominal phrases, and nominalization. Complex nominal phrases comprise a noun head preceded by a number of linearly arranged adjectives that modify it. They can be realized by the form of '(Determiner) (Adjective) (Adjective) (Adjective) …Head (Qualifier)'. In advertising, they are used for a positive evaluation of products or services by providing a description of the product that is more attractive and detailed.

Examples:

"A perfect little essential for everyday protection and soft smooth Lips."

(Women's Text No. 39)

"The rich formula of the Rich Nourishing Body Lotion nourishes your skin with essential vitamins and leaves it smooth and supple." (Women's Text No. 41)

"The innovative light, fast absorbing formula with Coenzyme Q10 soothes skin after shaving and supplies the whole face with 24-hour moisture." (Men's Text No. 42)

Compound nominal phrases are constructed using a series of linearly-arranged nouns, and occasionally include the addition of adjectives. Bhatia (1994) explains that they are frequently used in scientific writing for introducing the components of science-based formulations. In advertisements, they are used to state the facts regarding the products, including a product's formula and key ingredients.

Examples: "Infused with the scent of ocean minerals, Dove Men+Care Aqua Impact Body Wash leaves you feeling fresh and clean" (Men's Text no. 28)

"Get a burst of freshness in the shower with Nivea For Men Platinum Protect Ocean Burst Body Wash, featuring Smart Deo Technology for a Platinum level clean." (Men's Text No. 45)

"Pure & Matte is enriched with <u>ADS™ Active Defence System</u> to help reinforce the skin's natural resistance against daily aggressions." (Men's Text No. 1)

The creation of a noun from a non-nominal is known as Nominalization. This is a process of turning a verb or an adjective into a noun, which is then used to describe the products or services with a smaller number of words, resulting brief and more compact phrases (Quirk, Greenbaum, Leech & Svartvik, 1985). It is frequently found in science and in academic and formal writing as well as advertising.

Examples:

"Re-awaken skin's <u>youthfulness.</u>" (Women's Text No. 6)

"You want to be touched by ultimate <u>smoothness</u>?" (Women's Text No. 41)

"Dove Men+Care Body and Face Wash delivers a jolt of <u>freshness</u> and maintains skin's hydration with its MICROMOISTURE technology." (Men's Text No. 27)

2.9 Previous studies on gender differences in the use of language

Previous studies on the differences in language used by women and men were first pioneered by Lakoff (1975) in a study of women's language in the workplace. Lakoff found that the uncertainty language, including hedges and tag questions, are the phrases that were found more likely to be used by women.

Following the research of Lakoff (1975) on the differences in the language use between genders, other researchers conducted related studies that focused on the investigation of the different ways that men and women use language. Some of the researchers who focused on the study of language and gender include Hartman (1976) and Poole (1979), who conducted research on speech, McMillan et al. (1977), who studied conversation, Mulac and Lundell (1994), who studied writing, and the findings revealed that the language which expressed uncertainty were found to be

used by women more often than men. Coates (1993) further built on Lakoff's findings on politeness and these findings also confirmed the differences between women and men regarding the different way on communication. In addition, other researchers (McMillan, Clifton, McGrath & Gale, 1977) found that intensive adverbs, conjunctions, and modal auxiliary verbs are recorded more frequently in women's language than that of men. Moreover, Argamon, Koppel, and Shimoni (2003) analyzed 604 texts from the British National Corpus and reported that pronouns are often used by women, whereas noun specifiers, including determiners and quantifiers, are mostly found in the speech of males. Argamon, Koppel, and Shimoni (2003) explained that these findings are due to the reason that women and men have the different ways to refer things in their writing.

Regarding previous studies on men's language, researchers (e.g., Gleser, Gottschalk, & John, 1959; Mulac & Lundell, 1986) found that swear words, long words, articles, and references to location are used by men more often than women. Additionally, the previous studies on conversations (e.g., Mulac, Weimann, Widenmann, & Gibson, 1988) suggested that directives were found to be frequently used by men, but questions which establish interaction were found to be frequently used by women. In a study by Dovidio, Brown, Heltman, Ellyson, and Keating (1988) on conversation, the findings reported that men were found to take more turns and use more words than women do during conversations. In a study by Mulac, Studley, and Blau (1990), the findings reported that boys are more likely to use the language for offering opinions. Also, Mulac et al. (1990) and Thomas and Murachver (2001) reported that the words related to emotion are more likely to be used by women than men.

After the pioneering work of Lakoff (1975) researching language use differences between men and women, several studies focused on related examination of differences in the use of language by gender. Other studies on language and gender were conducted on a number of specific topics such as compliments and apologies (Homes, 1995), conversation (Graddol & Swann, 1989; Tannen, 1990), phonological and lexical features (Trudgill, 1972; Eckert, 1989), pronunciation and grammar (Eckert & McConnell-Ginet, 2003), syntactic and lexical features (Argamon, Koppel, Fine, &

Shimoni, 2003; Newman, Groom, Handelman, & Pennebaker, 2008; Baker, 2014), and turn-taking (Tannen, 1991).

The results of numerous studies supported the findings of Lakoff (1975) on the use of tag questions by women (e.g., McMillan, Clifton, McGrath, & Gale, 1977; Mulac & Lundell, 1986); however, the findings from Holmes (1993) did not agree with Lakoff. In Holmes (1993), the findings revealed that the use of apologetic and complimentary words were more frequently used by women than men. However, the findings of Holmes (1993) disagreed with those of Lakoff (1975), regarding the use of tag questions by women. Holmes explained that not all of the tag questions may be related to uncertainty. The functions of tag questions may involve hedges, strategies of negative and positive politeness, and intensifiers due to the forms and contexts (Holmes, 1993). Moreover, another recent study which focused on gender differences in language also had contrary findings. Mehl and Pennebaker (2003) found that the first-person singular was frequently used by women, a finding which disagreed with the conclusion of Mulac et al. (2001), which reported that the first-person singular was more frequently used by men.

In conclusion, the literature review of previous studies showed the differences in the use of language between women and men. The findings revealed that the language related to uncertainty, including hedges and politeness, were found more in women's language than in men's language. In contrast, other researchers disagreed with these findings and pointed out that the functions of uncertainty language (e.g., hedges) can convey purposes other than uncertainty.

2.10 Advertising strategies in skincare product advertisements

This section discusses the use of strategies found in men's and women's beauty product advertisements based on the study of Kaur, Arumugam and Yunus (2013) on women's beauty product advertisements and the research of Cheong and Kaur (2015) on men's grooming product advertisements. The examples of each of the

strategies were collected from the advertisements in the Women's corpus and Men's corpus. Additionally, some examples were taken from the studies of Kaur, Arumugam, and Yunus (2013) and Cheong and Kaur (2015) because some of the strategies were not found in the data of this study.

Table 2.4 Advertising strategies in women's beauty product advertisements (Kaur, Arumugam, & Yunus, 2013)

Strategy	Description	Examples
1. Manufacturing consent through implication	Indicating the benefits of products in order to convince consumers and receive their approval.	"Wake up to skin that feels nourished with moisture, soothed and smoother - after just one night." (Women's Text No. 3)
2. Invoking inadequacies	Creating the consumers' needs for buying the products.	"Your face muscles create micro-contractions on your skin each time you make and change your facial expression." (Women's Text No. 14)
3. Unrealistic representation	Creating the imagery of an unrealistic situation.	"You'll definitely melt his heart with such alluring eyes." (Kaur, Arumugam, & Yunus, 2013)

4. Positive self-representation	Presenting the product and representing the company in a positive and reliable way.	"As skincare experts we know that dry skin needs extra care, so we have developed this enriched formula containing Almond Oil to intensively moisturize and care for your dry skin 24 hours a day." (Women's Text No. 41)
5. Puffery	Praising the company or exaggerating the benefits of the product.	"High performance skin balancing cleansers." (Women's Text No. 49)
6. Celebrity endorsement	Stating celebrities' experiences and recommendations for use of the products.	Fan Bing Bing: "I love the electric colours. They sparkle at every angle." taken from L'Oréal Mascara Advertisement (Kaur, Arumugam, & Yunus, 2013)
7. Scientific evidence/Proof from clinical tests	Claiming the scientific tests in order to create trust and build consumers' confidence.	"Skin compatibility dermatologically approved." (Women's Text No. 40)
8. Emotive words	Using the positive adjectives that evoke the senses and feelings so as to create a pleasant scene in the imagination of the readers.	"FRESH AND FEATHER-LIGHT." (Women's Text No. 26)

Table 2.5 Advertising strategies in men's grooming product advertisements (Cheong & Kaur, 2015)

Strategy	Description	Examples
1. *Constructing a hegemonic masculine image*	Brands use the visual items (e.g., colour, pattern, shape) in the packaging to present the image of ideal masculinity.	The packaging of the grooming products is designed by using black or another dark color in the background.
2. *Negotiating (a masculinized) metrosexuality*	Using the word choices that associate an ideal complexion with the normative notions of masculinity in order to negotiate between masculinity and grooming.	"White Activ" and "Active Defense System" (Cheong and Kaur, 2015)
3. *Empowering men*	Using the words related to strength and confidence, or using the mechanical, scientific, technological related words in order to alleviate the negative feelings caused by being embarrassed and uncomfortable when using this type of product.	"A cream that helps fight pimples, whitens skin and reduce spots." (Cheong and Kaur, 2015)

4. *Providing males with logical reasons for grooming*	Presenting logical and rational reasons for the practice of grooming by portraying this practice as a practical and necessary function while emphasizing the benefits of the product.	"Cleansing is the single most important part of a skin care routine to wash away dirt and oil and keep skin looking healthy and clean." (Men's text No. 21)
5. *A different portrayal of skincare products*	Convincing male consumers that the purchase of this product is a masculine activity. Portraying the grooming product as a functional tool or a handy mechanical tool. Emphasizing the product's function or the use of product as a beneficial instrument.	"Need to recharge your batteries?" (Men's text No. 37)

2.11 Previous studies on move analysis of advertisements

In Teo (2008), the findings of the study of move analysis of women's skincare advertisements in magazines revealed that the move structures of women's skincare product advertisements consist of six moves, namely *Move 1 - Targeting the market, Move 2 - Justifying the products, Move 3 - Appraising the products, Move 4 - Establishing credentials, Move 5 - Endorsements or testimonials* and *Move 6 - Urging actions*. In many cases, it was found that moves are embedded within each other in advertisements for skincare products. The essential and most common moves in skincare products advertising are *Appraisal of the product* and *Establishing credentials*.

Other moves were listed in descending importance as follows: *Justifying the Products*, *Headlines, Targeting the Market, Endorsement and Testimonials*, and *Urging Action*. Moreover, it was found that there are no fixed rules regarding the sequencing of moves.

Zhang (2013) conducted a study on genre analysis of product advertisements in newspapers and magazines, which revealed that the move structures consist of four moves, including *Move 1 - Drawing the readers' attention and inspiring their interest, Move 2 - Giving information or showing the advantages of the product, Move 3 - Trying to persuade the reader*, and *Move 4 - Urging action* to buy the product. The results also indicated that advertising is a genre that has a communicative purpose to introduce the features of the products and persuade the customers to purchase them.

Genre analysis of online advertisements conducted by Labrador, Ramon, Alaiz-Moreton and Sanjurjo-Gonzalez (2014) indicated that the online advertisements for electrical products consisted of two main rhetorical moves. The first move was *Identifying the product* and the second move is *Describing the product*. The second move was further divided into two steps, the first of which is *Describing the objective features*, including size, weight, etc. *Persuading the potential customer* is the second step. Therefore, these findings indicate that online advertising contains fewer rhetorical moves than the move structures of advertisements in the research of Bhatia (2004).

2.12 Previous studies of linguistic features in advertisements

Teo (2008) conducted move analysis of women's skincare advertisements in magazines, which indicated that several linguistic features commonly used in skincare advertisements to realize a variety of moves in the advertisements were the use of the *Pronouns 'you' and 'your', Adjectives, Binomial or multinomial expressions, Nominal expressions, Repetition, Ellipsis* and *Conjunctions*. The second-person *pronoun 'you'* was regularly used to realize the *Targeting the Market* move. *Adjectives, Binomial or multinomial expressions*, and *Nominal expressions* are often found in

Appraisal of the products because they place emphasis on the quality, value and benefits that the product can provide to the consumers. *Repetition*s were found to be used to emphasize the product names so that readers remember the products. Use of the *Pronouns 'you' and 'your'* makes the addressee feel important. *Ellipsis* was commonly found in the *Targeting the market* move, the *Establishing credentials* move, the *Endorsement or Testimonial* move and the *Appraisal of the product* move. *Imperatives* were used to convince the reader to take some type of action, use the products, or obtain additional information about the products.

In Zhang (2013), in which a study of genre analysis of product advertisements in newspapers was conducted, the findings showed that the most frequently used types of sentences were *Statements* and followed by *Interrogative sentences* and *Imperative sentences*. The findings also showed that *Reference, Ellipsis*, and *Repetition* also occurred frequently in the advertisements, which reflects that the language used in advertisements is precise, vivid and persuasive.

In Kaur et al. (2013), Iqbal et al. (2014), and Abdelaal and Sase (2014), the studies revealed similar findings regarding the linguistic features that are frequently used in women's beauty product advertisements. These studies focused on the analysis of three areas, including the lexico-grammatical features, vocabulary and sentence structure.

First, the studies found the frequent use of *Personal and possessive pronouns* (e.g., 'you', 'we', 'yours', 'us', and 'our') in order to gain audience attention, the frequent use of *Imperative clauses* to influence the audience to take action (e.g. 'Try Guerlain Shine Automatique Lipstick.'), the frequent use of *Informal questions* to engage the audience more (e.g. 'Why just color when you can shine?'), the frequent use of *Disjunctive syntax* (A sentence that has an omitted subject or verb) in order to create equality and relationship with the audience (e.g., 'Beautiful always."), and the frequent use of *Modality* (e.g., 'can').

Second, the findings in the area of vocabulary indicate the frequent use of *Positive adjectives* to indicate a product's qualities (e.g., 'fabulous', 'youthful-looking')

and *Negative adjectives* to state the prior problems before using the products (e.g. 'dark circles', 'damaged eyelashes').

Finally, the studies showed the prominent choices of sentence structures, including the frequent use of *Simple and Declarative clauses* and the use of *Present tense and Future tense*. The types of *Conjunction* that were found in their studies were usually *Conditional types* (e.g., 'If you have thin lips, avoid lipsticks that have intense colors and a matte finish.').

In the previous research on men's grooming product advertisements by Harrison (2008), the findings revealed that the message in men's grooming product advertisements is sometimes associated with sports such as baseball. For example, in the title of a men's mascara advertisement, it states 'Two Strokes and you're out'. It also indicates the writer's selection of verb choices. The advertisement's writer selects the verbs that express an action or material process, such as 'do', 'hit', and 'make'. The advertisement also uses the types of sentences that can be interpreted either as a declarative clause or as an imperative clause in order to make the consumers perceive themselves as being in an equal position when making decisions. The advertisement also uses an adverbial element 'unlike' in order to emphasize that men's grooming products are different from women's beauty products.

Previous studies were focused on print advertisements; therefore, the aim of the present study is to investigate online advertising. This study examines the differences in the move structures, linguistic features, and strategies used to target male and female consumers in online advertisements for skincare products in order to assist Thai students with writing online advertisements more effectively and to attract both male and female consumers more efficiently.

CHAPTER 3

RESEARCH METHODOLOGY

The purpose of this study was to investigate the moves, linguistic features, and advertising strategies of women's and men's online skincare product advertisements. This study aimed to answer three research questions as follows:

(1) What are the moves of women's and men's online skincare product advertisements?

(2) What linguistic features are used in each of the moves?

(3) What advertising strategies are used in each of the moves?

This chapter discusses the data collection procedure, pilot study, three analytical frameworks, and data analysis.

3.1 Data

The data in this study were women's and men's online skincare product advertisements. Fifty women's advertisements and 50 men's advertisements were selected through a stratified sampling. There were three reasons that online skincare product advertisements were the focus of this present study. First, online advertisements have been used widely nowadays. Second, it was convenient to access and collect the data. Third, skincare products advertisements are one of the promotional texts that are written specifically for male and female consumers. The researcher selected 50 women's advertisements and 50 men's advertisements to limit the corpus because 100 advertisements could appropriately represent the move structures, linguistic features, and the use of advertising strategies in advertisements. The size of each corpus in this study was appropriate for the analysis since previous works such as by Henry and Roseberry (2001) and Swales (1981, 1990) had also conducted their studies in small corpora which approximately consisted of 40-50 texts.

3.1.1 Data collection

The procedure involved selecting the brands, collecting and selecting the advertisements. First, the advertisements were gathered from five brands, which included Loreal, Olay, Nivea, Dove, and Garnier because these brands are well known and ranked in the top ranking brands based on the study of Brand Finance (n.d.). The Brand Finance website ranked the skincare brands based on their annual sales volume. The advertisements were collected from the top-selling brands, so these advertisements were appropriate and had value for the analysis. All these advertisements were retrieved from the official websites of English speaking countries including the United Kingdom and the United States. One hundred advertising texts were selected through a stratified random sampling procedure and were gathered from the official websites of six brands from May to June 2016. The total number of women's advertisements comprised 217 texts: 86 texts from Loreal, 58 texts from Olay, 40 texts from Nivea, and 33 texts from Garnier. Then, 50 women's advertisements were selected through a stratified sampling. The total number of men's advertisements consisted of 90 texts: 25 texts from Olay, 30 texts from Dove, 27 texts from Nivea, and eight texts from Garnier. Fifty men's advertisements were also selected through a stratified sampling. The researcher conducted the hat and draw method of sampling to choose the advertisements from each brand. Finally, 50 texts from women's advertisements and 50 texts from men's advertisements were selected through a simple random sampling procedure and proportionally taken from each brand to be compiled a women's corpus and men's corpus.

Table 3.1 Data collected from the five brands

Brands	Number of texts in Women corpus	Number of texts in Men corpus
1.L'Oréal	5	14
2.Olay	13	-
3.Nivea	9	15
4.Garnier	8	4
5.Dove	-	17
Total	50	50

3.2 Development of three analytical frameworks

The analytical frameworks were developed based on findings in a pilot study involving 20 text samples (10 women's and 10 men's online advertisements) in two corpora and findings from previous studies: Bhatia (2004) on move structures and lexical features in advertisements; Cook (2001) and Myer (1994) on the syntactic features in advertisements; Kaur, Arumugam and Yunus (2013) on discursive advertising strategies in women's beauty product advertisements, and Cheong and Kaur (2015) on strategies used in men's grooming products' packaging. From these references, new category items were identified and the analytical frameworks were developed. The developed framework was utilized for human coders (a co-coder and researcher) for analyzing the moves, linguistic features, and advertising strategies.

3.2.1 Developing and validating the analytical frameworks for

coding the moves and advertising strategies

3.2.1.1 Training a co-coder

The procedures for assessing the intercoder reliability were established including training coders, coding, calculating results, and negotiating. First, a co-coder who had a qualification of a Master of Intercultural Studies was invited to analyze the same set of 20 texts to validate the analytical frameworks. The researcher held a meeting with the co-coder to explain the objective of this study and the analytical frameworks. Then, the co-coder was trained to use the coding sheets. In the meeting, questions and concerns about the coding were discussed until the co-coder understood the requirements. After the meeting, in which the objectives of this study and the analytical frameworks were explained, the co-coder worked independently.

3.2.1.2 Inter-rater reliability

The intercoder reliability was implemented to assess the agreement of the moves and advertising strategies identification between the two coders after the coding was completed. In this study, Cohen's Kappa value was used as the measure.

Table 3.2 Detail of Cohen's Kappa value (Fleiss, as cited in Orwin, 1994)

Kappa	Interpretation
less than .40	Poor
.40 < k < .59	Fair
.60 < k< .74	Good
more than .75	Excellent

In the pilot study, 20 texts (10 women's and 10 men's online advertisements) were analyzed for the moves, linguistic features, and advertising strategies by the first coder or the author. After the coding by the first coder was completed, a co-coder analyzed the same set of 20 texts. Cohen's Kappa value was used to measure the intercoder reliabilities for the moves and advertising strategies coding of the two corpora. The Cohen's Kappa value of moves coding were .849 for the women's texts and .896 for the men's texts, both of which indicated a high agreement between the coders, as according to Fleiss (as cited in Orwin, 1994), the value of k. >.75 is excellent. These results showed that the model of coding the moves was applicable. In addition, the results of the Cohen Kappa values in coding the advertising strategies were .807 (women's texts) and .847 (men's text), which also showed a high agreement between the coders; thus, the model for coding the advertising strategies was applicable. The developed frameworks were relevant to the data and proved to be applicable since the moves and advertising strategies were found to be employed in the 20 samples.

3.2.1.3 Coders negotiation

The results of coding the moves and advertising strategies between the two coders were compared and assessed by the inter-rater reliability based on Cohen's Kappa value. However, there were some disagreements about the coding. The moves were coded by the researcher and a co-coder manually and independently. Although the Cohen's Kappa values of .849 (women's texts) and .896 (men's text) showed a high agreement, the coders had further discussion to resolve the discrepancies and reached the value of inter-rater agreement of 1.00 in the coding. After the negotiation, the result of the inter-rater reliability showed a high agreement between the two co-coders. The disagreement was encountered when the coder analyzed a sentence as a simple move and did not consider other communicative purposes while the other coder analyzed that one sentence was involved with the functions of two or more moves/steps. To negotiate and reach an agreement, the negotiation involved considering that a move/step was embedded with other moves/steps. An example of the negotiation between the two coders is presented in Appendix E and Appendix I.

3.2.2 Developing and validating the analytical framework for the

linguistic features analysis

Cohen's Kappa value could not be applied for validating the linguistic features framework because this analysis involved many units of coding including syntactic items and lexical items in one sentence. To validate the framework for coding the linguistic features, the co-coder was asked to check the results of the linguistic features analysis in the coding sheets (refer to Appendix E). After the first coder had completed the analysis of the linguistic features based on the previous findings (Bhatia, 2004; Cook, 2001; Myer, 1994), the co-coder reviewed the results in the coding sheets. If the co-coder agreed with the coding, he/she scored '+1' for that coding unit. If the co-coder disagreed with the coding, he/she scored '-1'. If the co-coder was unsure about that coding unit, he/she scored '0'. The 2 coders discussed the mismatch in the coding and identified the correct linguistic category for those mismatched coding units. The newly identified items were also noted. Then, the framework for coding the linguistic features was adjusted according to the findings in the pilot study. Finally, all three analytical frameworks were revised. Although the findings from previous studies were the starting points for the developed model, the names of some categorical items were changed for appropriateness for the purposes of the study.

3.2.3 The findings of the pilot study

The findings of the pilot study demonstrated that some of the categories' items did not correspond to the previous findings. As a consequence, it was necessary to modify the analytical frameworks for the formal study. Furthermore, the researcher identified some new category items and added them to the frameworks.

First, the adaptation of analytical framework for the moves analysis involved removing four moves (*Move 6 Celebrity or typical user endorsement*, *Move 7 Offering incentives*, *Move 8 Using pressure tactics*, and *Move 9 Soliciting response*), which were not identified in the data of the two corpora, and adding a new

move (*Move 6 Claiming clinical testing*) as well as adding nine newly identified steps of *Move 5 Detailing the products*. The researcher also found that *Move 4 Establishing credentials* preceded *Move 5 Detailing the products*. A comparison between the previous findings (Bhatia, 2004) and the findings in the pilot study is presented in Table 3.3 below.

Table 3.3 Comparison of the moves in a previous study and the pilot study

Moves in advertisements (Bhatia, 2004)	Moves and steps in the pilot study
M1 Headlines (for reader attraction)	M1 Headlines
M2 Targeting the market	M2 Targeting the market
M3 Justifying the product	M3 Justifying the product
- by indicating the importance or need of the product or service.	- Step1 indicating the importance or need of the product.
- by establishing a niche.	- Step2 Establishing a niche.
M4 Detailing the product or service	M4 Establishing credentials
- by identifying the product or service.	M5 Detailing the product
- by describing the product or service.	- *Step1 Introducing the product.*
- by indicating the value of the product or service.	- *Step2 Indicating the key ingredient or special formula.*
M5 Establishing credentials	- *Step3 Describing the texture.*
	- *Step4 Describing the scent.*

M6 Celebrity or typical user endorsement	*- Step5 Describing how the product works.*
M7 Offering incentives	*- Step6 Indicating the result of the product.*
M8 Using pressure tactics	
M9 Soliciting response	*- Step7 Highlighting the ease of using the product.*
	- Step8 Describing how to use the product.
	- Step9 Promoting other products in the same range.
	M6 Claiming clinical testing
	M7 Urging action

Note: New identified moves and steps are in italics.

Second, the adaptation of the analytical framework for the linguistic features analysis involved adding six linguistic features, which consisted of a participle phrase, prepositional phrase, relative clause, adverb, conjunction, and infinitive (to) that were found in the pilot study. A comparison between the previous findings (Bhatia, 2004; Cook, 2001; Myer, 1994) and the findings in the pilot study is outlined in Table 3.4 below.

Table 3.4 Comparison of the linguistic features in previous findings and the pilot study

Linguistic features (Bhatia, 2004; Cook, 2001; Myer, 1994)	Linguistic features of the pilot study
1. Statement	1. Statement
2. Command	2. Command
3. Question	3. Question
4. Exclamation	4. Exclamation
5. Incomplete sentence	5. Incomplete sentence
6. Direct pronoun 'You' and 'Your'	*6. Relative clause*
7. Adjective	*7. Participle phrase*
8. Binomial and multinomial expression	*8. Prepositional phrase*
9. Nominal expression	*9. Infinitive (to)*
	10. Nominal expression
	11. Binomial and multinomial expression
	12. Direct pronouns 'you' or 'your'
	13. Adjective
	14. Adverb
	15. Conjunction

Note: New identified linguistic items are in italics.

Third, the adaptation of the analytical framework for advertising strategies analysis involved removing six items that were not identified in the data of the two corpora and adding seven newly identified items including *Claiming problem-solving ability, Highlighting the necessity of skincare practice, Claiming problems of other products, Portraying skincare products, Highlighting product innovation, Highlighting exclusiveness,* and *Raising curiosity*. Since identifying ideology was not the focus of this study, the categories' items that related to the ideology of masculine and feminine found in previous studies (Cheong and Kaur, 2015; Kaur, Arumugam, and Yunus, 2013) were modified to correspond to the purpose of the study which aimed to identify the marketing strategies to assist learning and teaching of writing advertisements for women and men. As a consequence, the researcher tried to use the name list that was related to the marketing strategies of skincare products. The orders of the strategies were rearranged due to the order of the move structure. A comparison between the previous findings (Cheong and Kaur, 2015; Kaur, Arumugam, and Yunus, 2013) and the pilot study is shown in Table 3.5 below.

Table 3.5 Comparison of the advertising strategies in previous findings and the pilot study

Advertising strategies of previous studies	Advertising strategies of the present study
(Kaur, Arumugam, and Yunus, 2013)	1. Manufacturing consent through implication
1. Manufacturing consent through implication	*2. Claiming problem-solving ability*
2. Invoking inadequacies	3. Positive self-representation
3. Unrealistic representation	4. Puffery
4. Positive self-representation	5. Invoking inadequacies

5. Puffery	6. *Highlighting the necessity of skincare practice*
6. Celebrity endorsement	7. *Claiming problems of other products*
7. Scientific evidence/Clinical test proof	8. *Portraying skincare products*
8. Emotive words	9. *Highlighting product innovation*
	10. *Highlighting exclusiveness*
(Cheong and Kaur, 2015)	11. *Raising curiosity*
1. Constructing a hegemonic masculine image	12 Dermatologist endorsement and Claiming scientific evidence
2. Negotiating (a masculine) metro sexuality	
3. Empowering men	
4. Giving men a logical reason to groom	
5. A different portrayal of skincare products	

Note: New identified advertising strategies are in italics.

3.3 The analytical frameworks

This section presents the descriptions and examples of the three adapted frameworks for coding the moves, linguistic features, and advertising strategies.

Table 3.6 Analytical framework for coding the moves

Moves and steps	Descriptions	Examples
M1 Headlines	Heading the advertisement with a phrase that captures the readers' attention. The copywriters select one of the following six moves as a headline.	You want to be touched by ultimate smoothness? (Women's text No. 41)
M2 Targeting the market	Highlighting that the product is for a particular group of consumers.	Face wash for men with sensitive skin. (Men's text No. 21)
M3 Justifying the product	Providing the reasons for buying the products. The copywriters use the steps including Step 1 to indicate the importance or need of the product and Step 2 Establishing a niche.	
- Step 1 indicating the importance or need of the product.	Pointing out the reason why the product is essential and worth buying.	After cleansing it's important to use a moisturiser to help keep problem skin hydrated. (Men's text No. 7)
- Step 2 Establishing a niche.	Pointing out the problems and that the solution is using the product.	As you age, skin takes longer to recover and responds more slowly. (Women's text No. 5)

M4 Establishing credentials	Highlighting the company's status, expertise, and experience.	As skincare experts, we know that dry skin needs extra care, so we have developed this enriched formula… (Women's text No. 35)
M5 Detailing the product	Providing the product's information by using the following nine steps.	
- Step 1 Introducing the product.	Introducing the product by naming and stating the most essential part of the product.	Introducing the first ever face masks from L'Oréal Paris. (Women's text No. 33)
- Step 2 Indicating the key ingredient or special formula.	Indicating how the key ingredients can benefit the consumers.	It's enriched with Vitamin E and natural, soothing Chamomile and Witch Hazel extracts. (Men's text No. 30)
- Step 3 Describing the texture.	Explaining how the texture of the product improves the texture of the skin.	Iridescent, ultra-light texture that leaves skin feeling silky soft. (Women's text No. 11)
- Step 4 Describing the scent.	Explaining the scent of the product in a positive way.	This luxurious night cream with the aromas of essential oils rosemary and lavender helps to unwind and relax the senses… (Women's text No. 3)
- Step 5 Describing how the product works.	Providing a description of the effects of the product.	Reduce the appearance of fine lines and wrinkle. (Women's text No. 24)
- Step 6 Indicating the result of the product.	Indicating the result of the product in a positive and attractive way.	Skin looks suppler and softer. (Men's text No.15)
- Step 7 Highlighting the ease of using the product.	Convincing the consumers that the product is easy to use.	Non-sticky and non-greasy, feels invisible on skin. (Men's text No. 6)

- Step 8 Describing how to use the product.	Describing the steps of using the products.	For daily use, apply onto a wet face, lather and thoroughly rinse with water. (Women's text No. 16)
- Step 9 Promoting other products in the same range.	Stating other products that match consumers' needs.	Use together with Total Effects Pore Minimizing CC Cream. (Women's text No. 23)
M6 Claiming clinical testing	Stating there has been clinical testing to increase consumers' confidence in the product.	Dermatologically tested. (Women's text No. 8)
M7 Urging action	Encouraging consumers to take some action including using, trying, or buying the product	Choose Dove Men+Care Deep Clean Body and Face Wash. (Men's text No. 23)

Table 3.7 Analytical framework for coding the linguistic features

Linguistic features	Descriptions	Examples
1. Statement	To state the facts and the information of the product.	This is our best face wash for men prone to dry skin. (Men's text No. 17)
2. Command	To encourage the reader to take some action.	Unmask beautiful skin with the Pure Clay Detox face mask. (Women's text No. 7)
3. Question	To create the conversation style with the readers.	Do you want to protect your lips from drying out? (Women's text No. 39)
4. Exclamation	To show the writers' feelings of excitement and invoke consumers' emotions.	3-in-1 Body, Face & Hands! (Men's text No. 35)
5. Incomplete sentence	To emphasize the essential information and save space.	Cleanses and purifies. (Men's text No. 14)

6. Relative clause	To explain more about the products.	A face scrub that helps prevent impurities with Magnolia Extract and pore cleansing power beads. (Women's text No. 42)
7. Participle phrase	To highlight the formula or key ingredients.	Enriched with ultra-refreshing Menthol, it instantly provides a cool effect on the skin for an immediate fresh feeling. (Men's text No. 15)
8. Prepositional phrase	To identify the intended consumers and indicate the area of the body which the products can be applied.	For oily skin problems and skin imperfections (Women's text No. 50)
9. Infinitive (to)	To indicate how the product works and state the reasons for using skincare products.	Micellar Oil-Infused Cleansing Water is an easy way to remove even waterproof and long-wear makeup. (Women's text No. 46)
10. Nominal expression	1. A complex nominal phrase is a noun head preceded by a number of linearly arranged adjectives that modify it. It is used for a positive evaluation of products by giving a compact description of the product.	Color is revived, and skin looks illuminated to reveal a subtle rosy glow. (Women's text No. 9)
	2. A compound nominal phrases are constructed using a series of linearly-arranged nouns, and occasionally include the addition of adjectives. It is used to state the product names, special formulas and key ingredients of the products.	L'Oréal Men Expert Hydra Sensitive Protecting Moisturiser is a multi-protecting 24-hour hydrating cream with four minerals designed for sensitive skin. (Men's text No. 5)

	3. A nominalization is a creation of a noun from a non-nominal such as the process of turning verb or adjective into a noun. The nominalization is used to describe the products with a smaller number of words, resulting brief and more compact phrases.	Pure Power Charcoal Wash with purifying action helps fight five male skin imperfections: spots, blackheads, oily skin, roughness and marks. (Men's text No. 12)
11. Binomial or multinomial expression	It is a sequence of two or more words or phrases that are the same part of speech and they are usually connected together by the conjunctions 'and' or 'or' The function of a binomial or multinomial expression is to make the product information be more precise.	"Hydrates, protects and brightens." (Women's text No. 12)
12. Direct pronoun 'You' or 'Your'	To address the consumers directly and create a conversational style.	You're a man with sensitive skin. (Men's text No. 44)
13. Adjective	To describes the qualities and attributes of products.	Skin looks younger and firmer. (Men's text No. 8)
14. Adverb	To indicate the value of products and evaluate the benefits of the products.	Instantly removes oil and dirt to help free skin from impurities. (Men's text No. 1)
15. Conjunction	To add more information about the product, or contrast with other information.	Sometimes your skin needs extra hydration to feel its best, and that's exactly what Dove Men+Care Hydrate+ Ultra Hydrating Cream is designed to give you. (Men's text No. 18)

Table 3.8 Analytical framework for coding the advertising strategies.

Advertising strategies	Descriptions	Examples
1. Manufacturing consent through implication	Assuring the customer of the advantages of product use. Making promises of benefits of the product to consumers.	It leaves your skin feeling soft, smooth and youthful looking. (Women's text No. 28)
2. Claiming problem-solving ability	Promising that the product can solve skin problems.	Fine lines appear smoother within one hour. (Men's text No. 12)
3. Positive self-representation	Claiming that the product is superior to others.	This best face moisturizer for men prone to dry skin is fast-absorbing … (Men's text No. 16)
4. Puffery	Making unverifiable positive claims about the effectiveness of the product.	NIVEA Vital Multi Active Anti-Age Day Cream with SOY is a highly effective formula that has been developed…. (Women's text No. 35)
5. Invoking inadequacies	Stating skin problems or undesirable conditions.	As you age, the skin takes longer to recover and responds more slowly. (Women's text No. 5)
6. Highlighting the necessity of skincare practice	Indicating the benefits from maintaining skincare practice. Explaining how important it is to use proper skincare habits and grooming.	Cleansing is the single most important part of a face care routine to wash away dirt and oil, and keep skin looking healthy and clean. (Men's text No. 17)

7. Claiming problems of other products	Pointing out the problems of other products. Discussing the weaknesses of other products which are not so effective.	Unlike some regular men's body washes that can strip skin, Dove Men+Care protects skin against dryness... (Men's text No. 28)
8 Portraying skincare products	Convincing consumers that the skincare product is a functional tool.	Need to recharge your batteries? (Men's text No. 37)
9. Highlighting product innovation	Describing innovations or technical advances which place the consumer at the cutting edge in skincare products.	The Opti-Blur Technology diffuses light on the skin to instantly blur lines, wrinkles and pores. (Women's text No. 13)
10. Highlighting exclusiveness	Explaining that the design of the product perfectly meets consumer needs.	Gentle and non-irritating for sensitive skin. (Men's text No. 36)
11. Raising curiosity	Asking questions to stimulate curiosity in the consumer.	How does Wrinkle De-Crease work? (Women's text No. 6)
12 Dermatologist endorsement and Claiming scientific evidence	Making claims to create trust and build consumers' confidence by presenting positive expert claims which can build confidence in the consumers.	Clinically tested to provide up to 24-hour hydration, this ultra hydrating cream helps keep skin healthy .... (Men's text No. 18)

3.4 Data analysis in the main study

The data analysis in the main study consisted of three main stages: move analysis, linguistic features analysis, and marketing strategies analysis.

3.4.1. Move analysis

First, this study analysed the moves in the women's corpus (50 texts of women's advertisements) and men's corpus (50 texts of men's advertisements) by using the adapted analytical framework drawn from the pilot study and previous findings of Bhatia (2004). After the move coding had been completed, the numbers of the advertisements that contained the occurrences of each move were calculated for the percentages. The method of calculating the occurrence of a particular move or step was:

$$\frac{\textbf{Number of advertisements contain a particular move}}{\textbf{The total number of advertisements}} \times 100$$

In the main study, the moves were coded by the researcher and the co-coder manually and independently. Of the total 408 coding units in the women's corpus, two coders assigned the same move-steps in 353 coding units (Cohen's Kappa = .849). The two coders' move-step assignments disagreed in 55 coding units. In addition, the two coders assigned the same move-steps in 359 coding units (Cohen's Kappa = .864) of the total of 410 coding units in the men's corpus. The two coders' move-step assignments disagreed in 51 coding units. Although the Cohen's Kappa values showed a high agreement, the coders had further discussion to resolve any discrepancies and reached the value of an inter-rater agreement of 1.00 in the coding. The results of the inter-coder analysis were measured by a SPSS program (refer to Appendix D). Based on the cut-off points suggested by Kanoksilapatham (2007), a move that occurred in at least 60% of the texts was labeled as an obligatory move and if a move occurred in less than 60% it was labeled as an optional move.

3.4.2 Linguistic features analysis

Secondly, this study investigated the syntactic and lexical features in each move of the two corpora. First, each move was analyzed by using the adapted analytical framework drawn from the pilot study and previous findings by Myer (1994) and Bhatia (2004). The lexical and syntactic features in seven moves were analyzed, identified, and classified based on this framework. Then, the occurrences of the linguistic features in each move were counted and calculated for the percentage. The most frequent linguistic elements with the highest percentages of each move were considered as the significant linguistic items of each move. The method of calculating the occurrence of a particular linguistic features was:

$$\frac{\text{Number of occurrences of a particular linguistic feature in each move}}{\text{The total number of occurrence of each move}} \times 100$$

3.4.3 Advertising strategies analysis

Third, this study examined the advertising strategies used in each move of the two corpora. First, each move was analyzed by using the adapted analytical framework drawn from the pilot study and previous findings by Cheong and Kaur 2015) and Kaur, Arumugam, and Yunus (2013). The advertising strategies in seven moves were analyzed, identified, and classified based on this framework. Then, the occurrences of the advertising strategies in each move were counted and calculated for the percentage. The most frequent advertising strategies with the highest percentages of each move were considered as the significant items of each move. The method of calculating the occurrence of the advertising strategy in a move or step is:

$$\frac{\text{Number of occurrences of a strategy in each move}}{\text{The total number of occurrence of each move}} \times 100$$

CHAPTER 4

RESULTS

This chapter presents the results of move structures, linguistic features and advertising strategies in online advertisements for women's and men's skincare products. The study aims to answer three research questions including:

(1) What are the moves of women's and men's online skincare product advertisements?

(2) What linguistic features are used in each of the moves?

(3) What advertising strategies are used in each of the moves?

This chapter comprises three main sections including the results of moves analysis, the results of linguistic features analysis and the results of advertising strategies analysis for Women corpus and Men corpus.

4.1 Results of move analysis

In response to the first research question aimed at identifying the moves in women's and men's online advertisements for skincare products, 50 texts of women's advertisements and 50 texts of men's advertisements were analyzed for moves by using the adapted framework drawn from the pilot study and the previous findings of Bhatia (2004). Table 4.1 shows the frequencies and percentages of the number of advertisements that contain moves and steps.

Table 4.1 The frequencies and percentages of the number of advertisements that contain moves and steps (n=50)

Moves/ steps	Women corpus (n=50)		Men corpus (n=50)	
	F	%	F	%
Move 1 Headlines	35	70*	50	100*
Move 2 Targeting the market	20	40	24	48
Move 3 Justifying the product	8	16	11	22
Step 1 Indicating the importance of the product	2	4	7	14
Step 2 Establishing a niche	7	14	8	16
Move 4 Establishing credentials	2	4	-	-
Move 5 Detailing the product	50	100*	50	100*
Step 1 Identifying the product	22	44	15	30
Step 2 Indicating the key ingredients or special formula	43	86*	39	78*
Step 3 Describing the texture	7	14	3	6
Step 4 Describing the scent	4	8	8	16
Step 5 Describing how the product works	41	82*	39	78*
Step 6 Indicating the results of using the product	33	66*	35	70*
Step 7 Highlighting the ease of using the product	12	24	28	56
Step 8 Stating how to use the product	30	60*	18	36
Step 9 Promoting other products in the same range	9	18	5	10
Move 6 Claiming clinical testing	16	32	15	30
Move 7 Urging action	7	14	12	24

Note: n= the number of advertisements in each corpus

The symbol * indicates obligatory moves/steps.

As seen in Table 4.1, the results showed that there were similarities and differences between the two corpora in terms of the move occurrence, the frequency of moves, and the move status. First, the results of move analysis revealed seven moves in Women corpus and six moves in Men corpus. The two corpora consisted of the same moves and steps except *Move 4 Establishing credentials*, which was identified only in Women corpus and was absent in Men corpus.

Second, the results indicated that there were slight differences in the frequencies and percentages of moves in Women corpus and Men corpus. In Women corpus, the results indicated that the most frequent move was *Move 5: Detailing the products* (100%) and the second most frequent move was *Move 1: Providing headlines to attract consumers' attention* (70%). The third most frequent move was *Move 2: Targeting the market* (40%), while the fourth most frequent move was *Move 6: Claiming clinical testing* (32%). The fifth most frequent move was *Move 3: Justifying the products* (16%) and the sixth most frequent move was *Move 7: Urging action* (14%). The least most frequent move was *Move: 4 Establishing credentials* (4%).

On the contrary, the results of Men corpus showed that the most frequent moves were *Move 1: Providing headlines to attract consumers' attention* (100%) and *Move 5: Detailing the products* (100%). The second most frequent move was *Move 2: Targeting the market* (48%) and the third most frequent move was *Move 6: Claiming clinical testing* (30%). The fourth frequent move was *Move 7: Urging action* (24%), while the least most frequent move was *Move 3: Justifying the products* (22%).

Third, the results showed that there were similarities and differences between the two corpora in terms of move status. The present study adopted the cut-off point suggested by Kanoksilapatham (2005) to categorize the move status. The moves or steps which appear with more than 60% frequency are considered obligatory moves/steps, whereas moves/steps which occur with less than 60% frequency are considered optional moves/steps. As a result, the results demonstrated that Women corpus and Men corpus adopted the same two obligatory moves, including *Move 1: Headlines* and *Move 5: Detailing the products*. The remaining four moves (*Move 3:*

Justifying the products, Move 4: Establishing credentials, Move 6: Claiming clinical testing, and *Move 7: Urging action*) were optional moves in the two datasets. Regarding the steps in Move 5, the results indicated that the two corpora adopted three obligatory steps (*Step 2: Indicating the key ingredients or special formula, Step 5: Describing how the product works,* and *Step 6: Indicating the result of using the product*). However, a difference was found in *Step 8: Stating how to use the product,* which was an obligatory step in the Women corpus but an optional step in Men corpus. The next section provides the descriptions of seven moves with examples taken from the two datasets.

4.1.1 Details of moves and steps of women's and men's online skincare products advertisements

Move 1: Headlines

As seen in Table 4.1, the results indicated that *Move1: Headlines* appeared in 35 women's advertisements (70%) and 50 men's advertisements (100%). It was found that Move 1 was identified in Men corpus at a higher percentage of occurrences than in Women corpus. In addition, Move 1 was the most frequent move in Men corpus, whereas this move was the second most frequent move in Women corpus. This finding indicates the importance of catching consumers' attention for men's advertisements. Based on the cut-off point at 60%, Move 1 was considered an obligatory move in the two corpora since the percentage of occurrence was higher than 60%.

The function of *Move 1: Headlines* is to capture consumers' attention and encourage consumers to continue reading the rest of the advertisement. This move can be realized in the first part of advertisements. Kathpalia (1992) suggested that *Headlines* have eight different types based on the moves in straight sell advertisements, including *Appraising the product/service, Establishing credentials, Justifying the products/service, Targeting the market, Offering incentives, Urging action,*

Endorsement/testimonial, and *Curiosity headlines*. However, the data in the two corpora of this study showed that four moves were used as headlines in online skincare products advertisements, including *Targeting the market, Detailing the product, Claiming clinical testing,* and *Urging action*. Examples of *Move 1 Headlines*, which were taken from the two corpora, are presented below.

Examples:

1. By *Targeting the market*

"Are you looking for irresistibly smooth skin?" (Women's Text No.40)

"For oily skin problems & skin imperfections." (Women's Text No.50)

"This is our best face wash for men prone to dry skin." (Men's Text No.17)

"You're a man with sensitive skin." (Men's Text No.44)

2. By *Detailing the product*

"The comfort of a cream, the pleasure of an oil that works while you sleep" (Women's Text No.3)

"As fresh as a toner, as hydrating as a serum." (Women's Text No.9)

"Dove Men+Care Deep Clean Body Wash with purifying grains and MICROMOISTURE technology provides a refreshing clean." (Men's Text No.23)

"Light, non-greasy formula works to refresh and nourish your skin." (Men's Text No.31)

3. By *Claiming clinical testing*

"Targets 10 signs of ageing, confirmed in a blind use test." (Women's Text No.10)

"Proven anti-wrinkle plus firming." (Women's Text No.15)

"Clinically tested to provide up to 24-hour hydration, this ultra-hydrating cream helps keep skin healthy and resilient." (Men's Text No.18)

4. By *Urging action*

"Re-awaken skin's youthfulness." (Women's Text No.5)

"Unmask beautiful skin with the Pure Clay Detox face mask." (Women's Text No.7)

"Keep sensitive skin soft, smooth and hydrated with Dove Men+Care's face moisturiser for sensitive skin." (Men's Text No.19)

"Discover a source of energy for your body and hair to feel revitalized with every shower." (Men's Text No.37)

Move 2: Targeting the market

The results showed that *Move 2: Targeting the market* occurred in 20 women's advertisements (40%) and 24 men's advertisements (48%). As the percentage of move occurrence appeared lower than 60%, Move 2 was an optional move in the two corpora. In addition, Move 2 was the second most frequent move in Men corpus, while it was the third most frequent move in Women corpus. The function of *Move 2: Targeting the market* is to address the intended consumers concerning the advertised products and help consumers to identify the right products easily. The data in both corpora showed that this move can be realized by indicating skin types, skin problems, and skin conditions that the advertised products are designed for. Examples of *Move 2: Targeting the market*, which were taken from the two corpora, are given below.

Examples:

"L'Oréal Paris Age Perfect Refreshing Toner for mature skin." (Women's Text No.20)

"NIVEA Rich Nourishing Body Lotion provides deep nourishing care for all your dry skin needs." (Women's Text No.41)

"Specially formulated for men who want clean, hydrated, and refreshed skin." (Men's Text No.39)

"Sensitive 3-in-1 Body Wash has been specially developed to care for men's sensitive skin." (Men's Text No.44)

Move 3: Justifying the products

The purpose of *Move 3: Justifying the products* is to provide consumers with a reason for buying the products. The results showed that Move 3 occurred in 8 women's advertisements (16%) and 11 men's advertisements (22%). Based on the cut-off point at 60%, Move 3 was considered an optional move in the two datasets. In addition, Move 3 was the fifth most frequent move in Women corpus, whereas it was the least most frequent move in Men corpus. The data in the two corpora demonstrated that the writers used two steps to provide reasons for buying skincare products, including *Step 1: Indicating the importance of the product* and *Step 2: Establishing a niche*. The next section provides descriptions of the two steps in *Move 3: Justifying the products*.

Move 3 Step 1: Indicating the importance of the product

The purpose of *Move 3 Step 1: Indicating the importance of the product* is to state the reasons why the advertised products are worth buying. The results indicated that Move 3 Step 1 occurred in 2 women's advertisements (4%) and 7 men's advertisements (14%). It was noticeable that Move 3 Step 1 was found in Men corpus slightly more frequently than in Women corpus. With a low frequency of occurrence, Move 3 Step 1 was an optional step in the two datasets. Similar to the finding in *Move 4 Establishing credentials*, Move 3 Step 1 was the least frequent move in Women corpus. Based on the data in the two datasets, it was found that the writers stated the advantages of maintaining skincare routines and highlight the significant parts

of the product to convince consumers that the products are worth buying. Examples of *Move3 Step1: Indicating the importance of product*, which were taken from the two corpora, are shown below.

Examples:

"What if you had the 'code' to unify irregular skin tone and re-awaken a more even luminous looking complexion?" (Women's Text No.11)

"Nothing says refreshment like a deep, down-to-the-pores clean." (Women's Text No.32)

"After cleansing, it's important to use moisturiser to help keep problem skin hydrated." (Men's Text No.7)

"Cleansing is the single most important part of a skin care routine to wash away dirt and oil, as well as to keep skin feeling healthy and clean." (Men's Text No.20)

Move 3 Step 2: Establishing a niche

The purpose of *Move 3 Step 2: Establishing a niche* is to state skin problems and suggest how the product can solve these problems. In particular, the writers state undesirable skin conditions such as dark spots, wrinkles and acne, then offer the advertised products to solve these problems. The results revealed that Move 3 Step 2 occurred in 7 women's advertisements (14%) and 8 men's advertisements (16%). As the percentage of occurrences appears lower than 60%, Move 3 Step 2 was an optional step in the two datasets. Examples of *Move 3 Step 2: Establishing a niche*, which were taken from Women corpus and Men corpus, are detailed below.

Examples:

"As you age, skin takes longer to recover and responds more slowly." (Women's Text No.5)

"Not radiating your usual fresh, youthful glow?" (Women's Text No.11)

"A man's face goes through a lot." (Men's Text No.16)

"Regular soap and ordinary face washes leave you with a clean face, but also dryness." (Men's Text No.17)

Move 4: Establishing credentials

The results indicated that *Move 4: Establishing credential* appeared only in Women corpus, which was identified in only 2 women's advertisements (4%). With a low percentage of occurrences, this move was considered optional. Similar to *Move 3 Step1: Justifying the products by Indicating the importance of the products*, *Move 4: Establishing credentials* was the least frequent move in Women corpus. The purpose of *Move 4: Establishing credential* is to establish the consumers' confidence in the brand by highlighting the company's status, expertise, and experience. The possible reason that Move 4 occurred at a low frequency is that establishing credentials may not be the main purpose of online advertisements for skincare products. It seems that the consumers who access the official websites of skincare products already accept the reliability of the brands. In addition, the absence of Move 4 in Men corpus may suggest that highlighting a company's credibility tends to be unnecessary for men's online advertisements for skincare products. Examples of *Move 4: Establishing credentials* in the women's corpus are presented below.

Examples:

"NIVEA Vital products unite 100 years of NIVEA skin research with precious ingredients." (Women's Text No.35)

"As skincare experts, we know that dry skin needs extra care, so we have developed this enriched formula containing Almond Oil to intensively moisturise and care for your dry skin 24 hours a day."(Women's Text No.41)

Move 5: Detailing the products

The purpose of *Move 5: Detailing the products* is to provide product information. Move 5 was identified in 50 women's advertisements (100%) and 50 men's advertisements (100%). As the percentage of occurrence appeared higher than 60%, Move 5 was an obligatory move in the two datasets. In addition, the results showed that Move 5 was the most frequent move in both corpora. Based on the data in the two datasets, *Move 5: Detailing the products* can be achieved by nine steps alternatively: *Step 1: Introducing the product*, *Step 2: Indicating the key ingredient or special formula*, *Step 3: Describing the texture*, *Step 4: Describing the scent*, *Step 5: Describing how the products work*, *Step 6: Indicating the result of the products*, *Step 7: Highlighting the ease of using the product*, *Step 8: Describing how to use the product*, and *Step 9: Introducing other products in the same category*. The next section describes the functions of the nine steps in *Move 5: Detailing the products*, with some examples taken from the two corpora.

Move 5 Step 1: Introducing the product

Move 5 Step 1: Introducing the product is used to introduce the advertised product by stating the product name and highlighting the most essential characteristics of the product to help consumers know exactly what the product is. Move 5 Step 1 was identified in 22 women's advertisements (44%) and 15 men's advertisements (30%). It was found that Move 5 Step 1 appeared in Women corpus at a higher percentage than in Men corpus. Based on the cut-off point at 60%, Move 5 Step 1 was considered an optional move in the two datasets. Out of 9 steps in *Move 5: Detailing the products, Step 1: Introducing the products* was the fifth most frequent step in both corpora. Examples of *Move 5 Step 1: Introducing the products* in the Women corpus and Men corpus are presented below.

Examples:

"L'Oréal Paris introduces new Youth Code Night Recovery Cream, inspired by gene science."(Women' Text No.5)

"Introducing the first ever face masks from L'Oréal Paris." (Women's Text No.7)

"Men's body wash for a refreshingly cool clean" (Men's Text No.28)

"Multi-purpose for face, body and hands." (Men's Text No.32)

Move 5 Step 2: Indicating the key ingredient or special formula

Move 5 Step 2: Indicating the key ingredient or special formula is used to indicate and explain how the key ingredients or special formula can contribute to the benefit of consumers. Move 5 Step 2 was found in 43 women's advertisements (86%) and 39 men's advertisements (78%). With a high percentage of occurrences, Move 5 Step 2 was an obligatory move in the two datasets. Out of 9 steps in *Move 5: Detailing the products, Step 2: Indicating the key ingredient or special formula* was the most frequent step in both corpora. Examples of *Move 5 Step 2: Indicating the key ingredient or special formula* in Women corpus and Men corpus are given below.

Examples:

"For the first time, our laboratories have fused a powerful anti-ageing formula with blurring polymers inside a moisturising, skin smoothing texture." (Women's Text No.13)

"Garnier Pure has chosen Zinc known for its purifying properties, Salicylic Acid known for its exfoliating properties and naturally derived Eucalyptus extract for its soothing qualities." (Women's Text No.48)

"Red Volcano Wash combines Volcanic Mineral Extract known for its ability to absorb excess oil, with a high concentration of anti-bacterial Salicylic Acid." (Men's Text No.1)

"Its MICROMOISTURE technology is activated on lathering, helping to maintain skin's moisture levels, while its Oil-Neutralizing technology removes oil without over-drying skin." (Men's Text No.24)

Move 5 Step 3: Describing the texture

Move 5 Step 3: Describing the texture is used to explain the texture of the product in order to make the products more outstanding. Based on the data in the two corpora, it was observed that the advertisement writers attempted to give a description of the texture in a persuasive way. Move 5 Step 3 was identified in 7 women's advertisements (14%) and 3 men's advertisements (6%). The results demonstrated that Move 5 Step 3 was found in Women corpus more frequently than in Men corpus. With the low percentages of occurrences, Move 5 Step 3 was considered an optional step in both corpora. Out of 9 steps in *Move 5: Detailing the products, Step 3: Describing the texture* was the least frequent step in Men corpus and eighth most frequent step in Women corpus. Examples of *Move 5 Step 3: Describing the texture* in Women corpus and Men corpus are shown below.

Examples:

"Iridescent, ultra-light texture that leaves skin feeling silky soft." (Women's Text No.11)

"The rich texture melts into the skin and is quickly absorbed. Skin is immediately left feeling smooth and hydrated." (Women's Text No.34)

"The blue gel texture turns rapidly into rich white foam, leaving skin cleansed and purified." (Men's Text No.15)

Move 5 Step 4: Describing the scent

Move 5 Step 4: Describing the scent aims to describe the scent of the advertised products. Based on the data in the two corpora, the writers tried to give a description of the scent attractively and positively. Move 5 Step 4 was found in 4 women's advertisements (8%) and 8 men's advertisements (16%). Move 5 Step 4 was an optional step in both corpora since the percentage of occurrence appeared lower than 60%. Out of 9 steps in *Move5: Detailing the products, Step 4: Describing the scent* was the sixth most frequent step in Men corpus, whereas it was the least most frequent step in Women corpus. Examples of *Move 5 Step 4: Describing the scent* were in Women corpus and Men corpus are presented below.

Examples:

"The invigorating fresh fragrance washes over your face with a fruity burst." (Women's Text No.45)

"This luxurious night cream with aromas of essential oils rosemary and lavender helps to unwind and relax the senses, whilst the rejuvenating formula with Argan and Royal Jelly provides intense hydration and reveals the look of radiance in your skin overnight." (Women's Text No.3)

"It delivers a jolt of freshness with an energizing scent to jump-start your day and leave you with healthy, strong skin." (Men's Text No.27)

"Dove Men+Care Aqua Impact body wash has an invigorating, fresh scent." (Men's Text No. 28)

Move 5 Step 5: Describing how the product works

Move 5 Step 5: Describing how the products work is used to provide a description of how products work. The data in the two datasets revealed that the details of how the products work were listed clearly in a persuasive way. Move

5 Step 5 appeared in 41 women's advertisements (82%) and 39 men's advertisements (78%). With the high percentages of occurrence, Move 5 Step 5 was an obligatory move in the two corpora. Out of 9 steps in *Move 5: Detailing the products, Step 5: Describing how the products work* was the most frequent step in Men corpus, whereas it was the second most frequent step in Women corpus. Examples of *Move 5 Step 5: Describing how the product works* in Women corpus and Men corpus are shown below.

Examples:

"Works overnight to enhance skin's natural moisture barrier helping to minimize moisture loss the next day & improve the healthy look of your skin." (Women's Text No.25)

"NIVEA Cellular Anti-age Day Cream reduces fine lines and wrinkles and improves the skin's firmness and renewal." (Women's Text No.34)

"L'Oréal Men Expert Pure & Matte Deep Exfoliating Wash deeply cleanses the skin and removes impurities to unclog pores." (Men's Text No.3)

"It effectively cleanses men's skin and replenishes lost moisture to fight dry skin." (Men's Text No.17)

Move 5 Step 6: Indicating the result of the products

Move 5 Step 6: Indicating the result of the products is used to highlight the results of using the product. The data in the two corpora demonstrated that the writers stated how the skin would look and change after using the product in a positive and attractive way. Move 5 Step 6*: Indicating the result of the products* was identified in 33 women's advertisements (66%) and 35 men's advertisements (70%). Based on the cut-off point at 60%, Move 5 Step 6 was an obligatory step in the two datasets. Out of 9 steps in *Move 5: Detailing the products, Step 6: Indicating the result of the products* was the third most frequent step in Women corpus, whereas it was

the second most frequent step in Men corpus. Examples of *Move 5 Step 6: Indicating the result of the products* in Women corpus and Men corpus are given below.

Examples:

"It leaves your skin feeling soft, smooth and youthful looking." (Women's Text No.28)

"A noticeable, long lasting improvement for your dry skin and skin that feels smoother and more supple." (Women's Text No.41)

"Skin feels instantly smooth, refined and perfectly cleansed." (Men's Text No.17)

"It leaves skin looking clean and healthier as well as feeling fresh and comfortable." (Men's Text No.30)

Move 5 Step 7: Highlighting the ease of using the product

Move 5 Step 7: Highlighting the ease of using the product is used to emphasize that the product is easy to use and does not cause discomfort in consumers' everyday lives. Move 5 Step 7 was found in 28 men's advertisements (56%) and 12 women's advertisements (24%). The results indicated that Move 5 Step 7 in Men corpus was found at a higher percentage than in Women corpus. As the percentage of occurrences was lower than 60%, Move 5 Step 7 was an optional step in both corpora. Out of 9 steps in *Move 5: Detailing the products, Step 7: Highlighting the ease of using the product* was the third most frequent step in Men corpus, while it was the sixth most frequent step in Women corpus. This finding suggests that the writers of men's advertisements attempted to explain to male consumers how the products could be used easily in daily life. Examples of *Move 5 Step 7: Highlighting the ease of using the product* in the two corpora are presented below.

Examples:

"Oil-Free and fast absorbing." (Women's Text No.23)

"Quickly dissolves even extreme waterproof mascara without any rubbing" (Women's Text No. 38)

"Non-sticky and non-greasy, feels invisible on skin." (Men's Text No.6)

"Leaves no feeling of stickiness or residue." (Men's Text No.9)

Move 5 Step 8: Describing how to use the product

Move 5 Step 8: Describing how to use the product is used to help consumers understand how to use the product. Based on the data in both corpora, the writers listed how to use products clearly. The results demonstrated that Move 5 Step 8 was identified more frequently in Women corpus than in Men corpus. Move 5 Step 8 appeared in 30 women's advertisements (60%) and 18 men's advertisements (36%). As a result, this step was an obligatory step in Women corpus, whereas it was an optional step in Men corpus. This finding highlighted that writers of women's advertisements were more likely to provide clear details of how to use products to female consumers. Out of 9 steps in *Move 5: Detailing the products, Step 8: Describing how to use the product* was the fourth most frequent step in both corpora. Examples of *Move 5 Step 8: Describing how to use the product* in the two corpora are shown below.

Examples:

"For daily use, apply 2-3 drops to dry hands and massage thoroughly over the face."(Women's Text No.8)

"Remove eye make up by using a cotton wool pad and gently massaging over the area." (Women's Text No.18)

"Massage over your skin before rinsing thoroughly." (Men's Text No.9)

"Rub your hands together to turn the gel into a light foam and work it into your body and face." (Men's Text No.26)

Move 5 Step 9: Introducing other products in the same category

The purpose of *Move 5 Step 9: Introducing other products* in the same category is to increase the sales of other products in the same category or related products that match consumers' needs. In this step, the writers offer related products and highlight the benefits briefly. The writers state that this product also matches consumers' skin types or skin problems. Move 5 Step 9 appeared in 9 women's advertisements (18%) and 5 men's advertisements (10%). With a low percentage of occurrences, this step was an optional step in both corpora. Out of 9 steps in *Move 5 Detailing the products, Step 9: Introducing other products in the same category* was the seventh most frequent step in the two datasets. Examples of *Move 5 Step 9: Introducing other products* in the same category of Women corpus and Men corpus are presented below.

Examples:

"Use together with Total Effects Pore Minimizing CC Cream." (Women's Text No.23)

"For the best results, use Cellular Anti-Age Skin Rejuvenation Night Cream and Cellular Anti-Age Skin Rejuvenation Eye Cream."(Women's Text No.34)

"Use with NIVEA FOR MEN Q10 Revitalizing Double Action Shaving Gel." (Men's Text No.42)

"For the best results use the complete sensitive grooming range from NIVEA MEN" (Men's Text No.43)

Move 6: Claiming clinical testing

Move 6: Claiming clinical testing aims to build consumers' confidence and establish the reliability of the products. In this move, the writers state that the products were tested or proven with scientific evidence. The writers also explain that dermatologists or skincare experts guarantee the safety and quality of the

products. The results showed that *Move 6: Claiming clinical testing* appeared in 16 women's advertisements (32%) and 15 men's advertisements (30%). Based on the cut-off point at 60%, Move 6 was an optional move in both corpora. In addition, Move 6 was the fourth most frequent move used in Women corpus, while it was the third most frequent move used in Men corpus. Examples of *Move 6: Claiming clinical testing* in Women corpus and Men corpus are given below.

Examples:

"Dermatologically tested." (Women's Text No.8)

"Dermatologically tested on imperfection-prone skin." (Women's Text No.44)

"Dermatologist tested to be mild and gentle on skin" (Men's Text No.21)

"Dermatologist recommended and gentle on skin, this men's cleansing wash is mild enough to use on your face and suitable for daily use." (Men's Text No.28)

Move 7: Urging action

The purpose of *Move 7: Urging action* is to encourage potential consumers to take certain action. The writers urge consumers to take action including trying, using, and etc. but without urging consumers to buy products in a straightforward manner. *Move 7: Urging action* appeared in 7 women's advertisements (14%) and 12 men's advertisements (24%). The results demonstrated that Move 7 was found in Men corpus at a higher percentage than in Women corpus. Moreover, this move was the sixth most frequent move in Women corpus, while it was the fourth most frequent move in Men corpus. With the low percentage of occurrences, Move 7 was an optional move in the two datasets. Examples of *Move 7: Urging action* in Women corpus and Men corpus are shown below.

Examples:

"Treat your skin to the latest beauty trend."(Women's Text No.7)

"Dive into a deep clean that minimises shine—even after you leave the sink!" (Women's Text No.32)

"Try Dove Men+Care Extra Fresh Body and Face Bar." (Men's Text No.22)

"Start your day with Dove Men+Care Aqua Impact Body and Face Wash. (Men's Text No.28)

4.1.2 The embedding of moves

The analysis revealed that Women corpus and Men corpus contained embedded moves. An embedded move is a sentence that contains more than one move or communicative purpose. As presented in Table 4.2 below, the results of Women corpus indicate that there were embedded moves in 12 out of a total of 408 sentences. The most frequent embedded moves are the embedding of *Move 7: Urging action* and *Move 5: Detailing the products,* which were found in 5 sentences. Examples of embedded moves taken from Women corpus are shown in the table below.

Table 4.2 The frequency of occurrences for embedded moves in Women corpus

No.	Embedded moves	Frequency	Examples
1	M7 *Urging action +* M5 *Detailing the products*	5	"**(M7)** Add *Pore Minimising Cleanser + Scrub* to your skin care routine **(M5)** to cleanse deeply and exfoliate skin" (Text no.21)
2	M2*Targeting the market+*M5*Detailing the products*	2	"**(M2)** Formulated specifically for sensitive, delicate skin, **(M5)***Olay Moisturising Cream* actively hydrates and maintains the skin's natural moisture balance" (Text no.29)

3	M4 *Establishing credentials* + M5 *Detailing the products*	1	"**(M4)** As skincare experts we know that dry skin needs extra care, **(M5)** so we have developed this enriched formula containing Almond Oil to intensively moisturise and care for your dry skin 24 hours a day." (Text no.41)
4	M5 *Detailing the products*+M6 *Claiming clinical testing*	1	"**(M5)** This exclusive formula is: **(M6)** Dermatologically Tested" (Text no.23)
5	M5 *Detailing the products*+M2 *Targeting the market*	1	"**(M5)** NIVEA Vital Multi Active Anti-Age Day Cream with SOY is a highly effective formula **(M2)** that has been developed specifically for the special needs of mature skin." (Text no.35)
6	M6*Claiming clinical testing*+ M5*Detailing the products*+ M2*Targeting the market*	1	"**(M6)** Tested under ophthalmological control, **(M5)** the refreshing formula is **(M2)** suitable for sensitive eyes and contact lens wearers." (Text no.18)
7	M6*Claiming clinical testing*+ M5*Detailing the products*	1	"**(M6)** Olay Moisturising Cream for Sensitive Skin is dermatologically tested, hypo-allergenic, **(M5)** colour and fragrance free, non-greasy and fast absorbing." (Text no.29)
	Total	**12**	

In Men corpus, the results suggested that there were embedded moves in 35 sentences out of a total of 410 sentences. The most frequent embedded moves are the embedding of *Move 2: Targeting the market* and *Move 5: Detailing the products*, which appears in 12 sentences. Examples of embedded moves taken from Men corpus are given in Table 4.3 below.

Table 4.3 The frequency of occurrences for embedded moves in Men corpus

No.	Embedded moves	Frequency	Examples
1	M2 *Targeting the market* + M5 *Detailing the products*	12	"**(M2)** Specially formulated for men, **(M5)** *Revitalizing Lotion Q10* revitalizes, moisturizes, and protects tired, stressed skin." (Men's Text no.33)
2	M5 *Detailing the products* +M2 *Targeting the market*	5	"**(M5)** Its formula, with Oil-Neutralizing technology, **(M2)** makes it an ideal oily skin cleanser for men." (Men's text no.24)
3	M6 *Claiming clinical testing* + M5 *Detailing the products*	5	"**(M6)** This exfoliating face scrub has been clinically tested **(M5)** to thoroughly clean and care for skin, helping to leave you with skin that feels smooth." (Men's text no.20)
4	M5 *Detailing the products* + M7 *Urging action*	4	"**(M5)** For skin that feels hydrated and healthy, **(M7)** reach for *Dove Men+Care Body Wash Sensitive Shield* as part of your daily cleansing routine." (Men's text no.26)
5	M6 *Claiming clinical testing* + M2 *Targeting the market*	3	"**(M6)** Dermatologist recommended body wash **(M2)** for men" (Men's text no.28)

6	M3 *Justifying the products* + M5 *Detailing the products*	3	"**(M3)** Unlike some regular bar soap for men that can dry out your skin, **(M5)** this *Dove Men+Care bar* is uniquely formulated with ¼ moisturizing cream and helps to maintain skin's moisture and hydration levels." (Men's text no.22)
7	M3 *Justifying the products*+ M6 *Claiming clinical testing*	1	"**(M3)** Because the combination of dry and sensitive skin needs special care, **(M6)** this moisturiser was clinically tested before being added to the *Dove Men+Care face lotions* range." (Men's Text no.19)
8	M5 *Detailing the products* + M6 *Claiming clinical testing*	1	"**(M5)** As well as helping to protect skin from dryness, **(M6)** it's also dermatologically tested and will help your skin feel soft and smooth." (Men's text no.22)
9	M7 *Urging action* + M5 *Detailing the products*	1	"**(M7)** Discover *Hydra Power face wash*, **(M5)** which intensely cleanses your skin leaving it refreshed and comfortable." (Men's text no.15)
	Total	**35**	

4.1.3 The embedding of steps

The analysis indicated that Women corpus and Men corpus contained embedded steps within *Move 5: Detailing the products*. The embedded step is a sentence that contains more than one step. In Women corpus, the embedded steps were found in 37 sentences out of a total of 408 sentences. The most frequent embedded steps are the embedding of *M5S5 Describing how the product works* and

M5S6 Indicating the result of the product, which appeared in 12 sentences. Examples of embedded steps in Women corpus are shown in Table 4.4 below.

Table 4.4 The frequency of occurrence for embedded steps within *Move 5: Detailing the products* in Women corpus

No.	Embedding	Frequency	Examples
1	M5S5 Describing how the product works +M5S6 Indicating the result of the product	12	"**(M5S5)** Purified and exfoliated, **(M5S6)** your skin looks revitalised, more beautiful and your complexion radiant." (Text no.44)
2	M5S3 Describing the texture +M5S5 Describing how the product works +M5S6 Indicating the results of using the product	3	"**(M5S3)** Olay Regenerist Revitalising Cream Cleanser is a creamy formula **(M5S5)** that gently cleanses and regenerates skin's surface at the cellular level **(M5S6)** to reveal softer and younger looking skin." (Text no.22)
3	M5S5 Describing how the product works +M5S7 Highlighting the ease of using the product	3	"**(M5S5)** Cleanse and nourish the feel of skin, **(M5S7)** in one step without rinsing." (Text no.46)
4	M5S1 Introducing the product + M5S5 Describing how the product works	2	"**(M5S1)** Olay skin care laboratories have developed a deep cleanser series **(M5S5)** to help pamper and freshen your skin while preventing dryness." (Text no.33)
5	M5S2 Indicating the key ingredient or special formula + M5S7 Highlighting the ease of using the product	2	"**(M5S2)** Our exciting satin finish formula gives you all the rich hydration of a lotion, **(M5S7)** but with the lightweight feel of a gel." (Text no.27)

6	M5S3 Describing the texture + M5S7 Highlighting the ease of using the product + M5S6 Indicating the results of the product	2	"**(M5S3)** The rich texture melts into the skin **(M5S7)** and is quickly absorbed, **(M5S6)** skin is immediately left feeling smooth and hydrated." (Text no.34)
7	M5S5 Describing how the product works +M5S2 Indicating the key ingredient or special formula	2	"**(M5S5)** Hydrates and protects the sensitive eye area **(M5S2)** thanks to its gentle bi-phase formula" (Text no.38)
8	M5S9 Promoting other products in the same range + M5S8 Describing how to use the product	2	"**(M5S9)** For best results, apply ProVital Day Cream every morning and ProVital Night Cream every night, **(M5S8)** by massaging gently into the face and neck after thoroughly cleansing with Olay Total Effects Cleanser." (Text no.30)
9	M5S1 Identifying the product +M5S6 Indicating the results of using the product	1	"**(M5S1)** Pure Active Fruit Energy wash is a foaming wash that helps target imperfections, **(M5S6)** leaving skin looking revitalised and reducing the appearance of visible pores." (Text no.45)
10	M5S2 Indicating the key ingredient or special formula +M5S4 Describing the scent	1	"**(M5S2)** Enriched with extracts of grapefruit, pomegranate and a derivative of vitamin C, **(M5S4)** the invigorating fresh fragrance washes over your face with a fruity burst." (Text no.44)
11	M5S2 Indicating the key ingredient or special formula +M5S6 Indicating the results of using the product	1	"**(M5S2)** This instantly penetrating formula melts into your skin immediately, **(M5S6)** leaving it hydrated, feeling softer and more supple." (Text no.10)

12	M5S3 Describing the texture + M5S6 Indicating the results of using the product	1	"**(M5S3)** Iridescent, ultra-light texture **(M5S6)** that leaves skin feeling silky soft. (Text no.11)
13	M5S4 Describing the scent +M5S2Indicating the key ingredient or special formula	1	"**(M5S4)** This luxurious night cream with aromas of essential oils rosemary and lavender helps to unwind and relax the senses, **(M5S2)** whilst the rejuvenating formula with Argan and Royal Jelly provides intense hydration and reveals the look of radiance in your skin overnight." (Text no.3)
14	M5S5 Describing how the product works +M5S6 Indicating the results of using the product +M5S7 Highlighting the ease of using the product	1	"**(M5S5)** Instantly dissolves even waterproof make-up so **(M5S6)** skin feels perfectly clean **(M5S7)** with a non-greasy finish." (Text no.8)
15	M5S7 Highlighting the ease of using the product +M5S2 Indicating the key ingredient or special formula	1	"**(M5S7)** This light feeling **(M5S2)** formula softens and nourishes your skin." (Text no.40)
16	M5S7 Highlighting the ease of using the product +M5S5 Describing how the product works	1	"**(M5S7)** The product does not clog pores **(M5S5)** and provides long-lasting hydration for 24 hours**".** (Text no.50)

17	M5S8 Describing how to use the products +M5S6Indicating the results of the product	1	"**(M5S8)** It's the best of both, so just smooth onto your face and neck every day **(M5S6)** for softer, smoother skin." (Text no.26)
Total		**37**	

In Men corpus, the embedded steps were identified in 49 sentences out of a total of 410 sentences. The most frequent embedded steps were the embedding of *Move 5 Step 2 Highlighting the key ingredients or special formula* and *Move 5 Step 7 Indicating the ease of using the products* (11 sentences) and the embedding of *Move 5 Step 5 Describing how the product works* and *Move 5 Step 6 Indicating the result of the product* (11 sentences). Examples of embedded steps in Men corpus are presented in Table 4.1.3.2 below.

Table 4.5 The frequency of occurrence for the embedded steps within *Move 5 Detailing the products* in Men corpus

No.	Embedding	Frequency	Examples
1	M5S2 Indicating the key ingredient or special formula +M5S7 Highlighting the ease of using the product	11	"**(M5S2)** The high performance double action shave gel is formulated with the skin's own Coenzyme Q10, revitalizing the skin **(M5S7),** while giving a close, comfortable shave." (Men's text no.40)
2	M5S5Describing how the product works +M5S6 Indicating the results of the product	11	"**(M5S5)** It supplies the whole face with 24-hour moisture **(M5S6),** leaving the skin feeling smooth and revitalized." (Men's text no.42)

3	M5S6 Indicating the results of the product + M5S8 Describing how to use the product	6	"(M5S6) To feel refreshed and invigorated, (M5S8) squeeze a couple of drops of Dove Men+Care body wash onto your palm and rub between your hands until you've formed a lather." (Men's text no.28)
4	M5S7Highlighting the ease of using the product +M5S6 Indicating the results of the product	4	"(M5S7)The ultra-light lather rinses off easily in the shower,(M5S6) leaving your skin feeling refreshed and hydrated." (Men's text no.23)
5	M5S2 Indicating the key ingredient or special formula+ M5S5 Describing how the product works	2	"(M5S2) L'Oréal Men Expert Hydra Energetic Recharging Moisturiser (Turbo Booster) is our first moisturiser enriched with Taurine (M5S5) and helps fight signs of skin that looks tired, lacklustre and dehydrated." (Men's text no.10)
6	M5S4 Describing the scent +M5S3 Describing the texture +M5S6 Indicating the results of using the product	2	"(M5S4) Let the fresh masculine scent engulf your senses, (M5S3) while the transparent blue gel with mint extracts becomes a stimulating soft foam on your body (M5S6) for a perfectly energized and refreshed feeling." (Men's text no.37)
7	M5S7Highlighting the ease of using the product +M5S2 Indicating the key ingredient or special formula	2	"(M5S7) Mild, non-greasy formula (M5S2) with special Moisturizers, Vitamin E and Pro-vitamin B5." (Men's text no.41)
8	M5S7Highlighting the ease of using the product +M5S5Describing how the product works	2	"(M5S7)This light, easily-absorbed SPF 15 lotion (M5S5) helps protect against sun damage and provides long-lasting moisture to relieve dry, skin." (Men's text no.41)

9	M5S2Indicating the key ingredients or special formula +M5S5Describing how the product works +M5S6 Indicating the results of using the product	1	"**(M5S2)** This men's body wash has a hypoallergenic and non-comedogenic formula **(M5S5),** helping to lock in your skin's natural moisture **(M5S6)** and keep skin looking and feeling hydrated." (Men's text no.26)
10	M5S2 Indicating the key ingredient or special formula +M5S6 Indicating the results of the product	1	"**(M5S2)** For your stubble - enriched with facial hair softener, **(M5S6)** your beard feels soft, supple & smooth." (Men's text no.9)
11	M5S2 Indicating the key ingredient or special formula +M5S7 Highlighting the ease of using the product+M5S4Describing the scent	1	"**(M5S7)** The ultra-light **(M5S2)** formula lathers quickly and rinses away easily to leave your skin **(M5S4)** with a refreshingly gentle scent." (Text no.25)
12	M5S3Describing the texture +M5S6 Indicating the results of the product	1	"**(M5S3)** The blue gel texture turns rapidly into a rich white foam (**M5S6**) leaving skin cleansed and purified." (Men's Text no.15)
13	M5S4Describing the scent + M5S5Describing how the product works +M5S2Indicating the key ingredients or special formula	1	"**(M5S4)** This hydrating moisturiser for sensitive skin is fragrance-free, **(M5S5)** helps relieve the feeling of tightness caused by dry skin on the face **(M5S2)** and contains SPF15 to protect your face from environmental damage." (Men's text no.19)

14	M5S5 Describing how the product works +M5S7 Highlighting the ease of using the product	1	"**(M5S5)** Intensive long-lasting moisture **(M5S7)** without a greasy feeling" (Men's text no.39)
15	M5S6 Indicating the results of using the product +M5S7 Highlighting the ease of using the product +M5S4 Describing the scent	1	"**(M5S6)** For a comfortable, refreshing clean, **(M5S7)** the light, non-greasy foam rinses away easily (**M5S4**) and leaves skin with an invigorating scent." (Men's text no.22)
16	M5S8 Describing how to use the product +M5S6 Indicating the results of the product	1	"**(M5S8)** Apply to face morning and evening **(M5S6)** to leave your skin feeling invigorated and looking fresh." (Men's text no.33)
17	M5S8 Stating how to use the product +M5S7Highlighting the ease of using the product +M5S6Indicating the results of using the product	1	"**(M5S8)** Suitable for use on both the body and face, **(M5S7)** this Dove Men+Care bar rinses off easily **(M5S6)** and leaves skin feeling healthy and strong." (Men's text no.22)
	Total	**49**	

4.1.4 Move sequences of women's and men's online skincare product advertisements

The analysis of move sequences in Women corpus showed that there are 25 patterns of move sequences out of 50 texts. The most frequent patterns are M1-M5 (*Headlines* and *Detailing the products*), M1-M5-M3-M5 (*Headlines, Detailing the products, Justifying the products,* and *Detailing the products*), and sequences of embedded steps within Move 5 (*Detailing the products*). The results indicated that each of three most frequent patterns occurred in 6 texts out of 50 texts in Women corpus. Table 4.6 presents the patterns of move sequences in Women corpus and the frequencies of occurrences.

Table 4.6 Move sequences in Women corpus

Patterns	Sequences	F
1	M1-M5	6
2	M1-M5-M3-M5	6
3	M5	6
	-(M5S1-M5S5-M5S6-M5S2-M5S6-M5S2-M5S6)	
	-(M5S5-M5S8)	
	-(M5S5-M5S6-M5S8)	
	-(M5S8-M5S9)	
	-(M5S2-M5S5-M5S6-M5S5-M5S8-M5S9)	
	-(M5S5-M5S2-M5S1-M5S5-M5S8)	
4	M5-M6-M5	3
5	M1-M2-M5	3
6	M1-M5-M2-M5	3
7	M1-M5-M2-M5-M6-M5	3
8	M1-M5-M6	2
9	M1-M2-M5	2
10	M1-M5-M7-M5-M7/5-M7-M5-M7	1
11	M1-M5-M2-M5-M7	1
12	M1-M5-M3	1
13	M1-M5-M6/5/2-M6-M5	1
14	M5-M7/5-M5	1
15	M5-M5/6-M5-M2-M5	1
16	M5-M7/5-M5-M6-M5	1
17	M1-M5-M7/5-M5	1
18	M2/5-M6/5-M5	1
19	M3-M5-M7-M6-M5	1
20	M1-M5/2-M2-M4-M5	1
21	M1-M2-M7/5-M5	1
22	M1-M2-M4/5-M5-M6	1

23	M1-M5-M2-M2/5-M2	1
24	M5-M2-M6-M5	1
25	M1-M5-M6-M5	1
	Total	50

The analysis of move sequences in Men corpus revealed that the most frequent pattern was M1-M5 (*Headlines* and *Detailing the products*) which can be found in 18 texts out of 50 texts. In addition, the results also showed that sequences of M1-M5-M6 (*Headlines, Detailing the products,* and *Claiming clinical testing*) and M1-M2/5-M5 (*Headlines, Targeting the market,* and *Detailing the products*) were also frequently identified in Men corpus as each of these patterns appeared in 3 texts out of 50 texts. Table 4.7 shows the patterns of move sequences in Men corpus and the frequencies of occurrences.

Table 4.7 Move sequences in Men corpus

Patterns	Sequences	F
1	M1-M5	18
2	M1-M5-M6	3
3	M1-M2/5-M5	3
4	M1-M2-M5	2
5	M1-M5-M2/5-M5	2
6	M1-M5/2-M5	1
7	M1-M5-M7-M5	1
8	M1-M5-M3-M2-M5	1
9	M1-M5-M7/5-M5	1
10	M1-M2-M5-M3-M2/5-M2-M5	1
11	M1-M2-M5-M3-M5/7-M5-M2-M5	1
12	M1-M6/5-M5-M3-M5	1
13	M1-M6/5-M2-M5-M3-M2/5-M3/6-M5	1

14	M1-M5-M6/5-M3-M5-M6/5	1
15	M1-M2-M6-M5-M3-M6-M5-M5/2	1
16	M1-M5-M6-M5-M2-M7-M3/5-M5-M5/6-M5	1
17	M1-M5-M2-M7-M5-M2/5-M5-M7	1
18	M1-M2-M5-M5-M5/7-M5/2-M2/5-M6/5-M5-M7	1
19	M1-M5-M2-M5-M2-M7-M2/5-M5-M5/7	1
20	M1-M2-M5-M2-M7-M6/2/5-M5-M5/2-M5-M5/7	1
21	M1-M5-M3/5-M6/2/5-M5-M7	1
22	M1-M5-M6/2-M5-M2-M7-M5-M3/5-M6-M5-M7	1
23	M1-M2-M5-M6	1
24	M1-M2/5-M5-M6-M5	1
25	M1-M7-M5-M7-M5	1
26	M1-M5/2-M5-M6-M5	1
27	M1-M2/5-M7-M5	1
	Total	50

4.2 Results of linguistic features analysis

In response to the second research question which intends to analyze the linguistic features of each move in online advertisements for women's and men's skincare products, each move was examined by using the adapted framework drawn from the pilot study and the previous findings of Bhatia (2004), Cook (2001), and Myer (1994). The next section presents the results of linguistic features for each move in the two corpora.

In general, the results of two corpora showed that the most frequent syntactic choices are *Statements, Incomplete sentences, and Commands*. At the clause level, *Prepositional phrases* were frequently identified in Women corpus and Men corpus. At the lexical level, the results revealed the prominence choices of lexical devices including *Adjectives, Adverbs, Binomial expressions, Nominal expressions*, and *Pronouns 'you' and 'your'*. Table 4.2 displays the percentages of occurrence for linguistic features at the syntactic level, and Table 4.3 shows the percentages of occurrence for linguistic features at the clause level and lexical level. The following parts provide the details of the most frequent linguistic features of each move in two corpora with examples.

Table 4.8 The percentages of occurrence for linguistic features at the syntactic level of each move in Women corpus and Men corpus

Syntactic features	Women corpus							Men corpus					
	M1	M2	M3	M4	M5	M6	M7	M1	M2	M3	M5	M6	M7
	n=43	n=19	n=12	n=1	n=263	n=15	n=6	n=58	n=19	n=13	n=213	n=10	n=14
1.Statements	21	5	83	100	35	-	-	49	26	84	43	20	-
2.Commands	5	-	-	-	28	-	100	9	-	-	9	-	100
3.Questions	7	10	17	-	4	-	-	4	26	8	2	-	-
4.Exclamations	-	-	-	-	-	-	-	-	-	-	1	-	-
5.Incomplete sentences	67	84	-	-	33	100	-	38	47	8	45	80	-

Note: n = the total number of sentences in a move (Excluding the embedded moves/steps)

Table 4.9 The percentages of occurrence for linguistic features at the clause level and lexical level of each move in Women corpus and Men corpus

Linguistic features	Women corpus							Men corpus					
	M1	M2	M3	M4	M5	M6	M7	M1	M2	M3	M5	M6	M7
	n=43	n=23	n=12	n=2	n=355	n=18	n=11	n=58	n=39	n=17	n=370	n=20	n=19
Clause level													
6. Relative clauses	7	5	8	-	3	-	9	4	10	12	7	-	16
7. Participle phrases	2	10	-	-	11	6	-	22	21	-	11	5	-
8. Prepositional phrases	44	70	33	100	43	17	55	47	87	35	41	25	47
9. Infinitive phrases	14	5	17	-	14	-	-	17	3	35	16	15	5
Lexical level													
10. Nominal expressions	35	48	25	-	28	17	46	48	41	59	41	30	84
11. Binomial expressions	40	5	42	-	24	-	-	33	10	47	30	10	11
12. Pronouns 'you' & 'your'	14	13	58	-	11	-	64	22	5	29	16	5	42
13. Adjectives	30	74	75	100	39	28	27	31	51	53	33	20	16
14. Adverbs	21	13	25		26	50	9	17	36	18	18	55	5
15. Conjunctions	14	10	42	-	20	-	18	21	5	76	19	5	5

Note: n = the total number of instances in a move (Including the embedded moves/steps)

4.2.1 Details of linguistic features in each of the moves

Move 1: Headlines

Table 4.10 The frequency and percentage of occurrences for linguistic features in Move 1

Linguistic Features	Women corpus		Men corpus	
	F	%	F	%
Syntactic level (Women, n=43) (Men, n=58)				
1.Statements	9	21	28	49
2.Commands	2	5	5	9
3.Questions	3	7	2	4
4.Exclamations	-	-	-	-
5.Incomplete sentences	29	67	22	38
Clause level (Women, n=43) (Men, n=58)				
6. Relative clauses	3	7	2	4
7. Participle phrases	1	2	13	22
8. Prepositional phrases	19	44	27	47
9. Infinitive phrases	6	14	10	17
Lexical level (Women, n=43) (Men, n=58)				
10. Nominal expressions	15	35	28	48
11. Binomial expressions	17	40	19	33
12. Pronouns 'you' & 'your'	6	14	13	22
13. Adjectives	13	30	18	31
14. Adverbs	9	21	10	17
15. Conjunctions	6	14	12	21

Note: n (Syntactic level) = the total number of sentences in a move (Excluding embedded moves/steps)

n (Clause & Lexical levels) = the total number of instances in a move (Including embedded moves/steps)

As presented in Table 4.2.1, the results of linguistic features at the syntactic level of *Move 1: Headlines* in Women corpus indicated that *Incomplete sentence* was the most frequent syntactic feature since it appeared with a frequency of 67 % (29 out of 43 sentences). Bhatia (2004) suggested that *Ellipsis* or *Incomplete sentence* helps the advertiser to save time, space, and cost. Since female consumers are assumed to be frequent users of skincare products, providing clear details for skincare products may not be necessary.

As a consequence, *Incomplete sentence*s were frequently found in the headlines of online advertisements for skincare products in Women corpus to highlight only the essential information of the products. Examples of *Incomplete sentences* in *Move 1: Headlines* of Women corpus are presented below.

Examples:

"High performance skin balancing cleansers." (Women's Text No.8)

"Nourishes skin with moisture and reinforces barrier function" (Women's Text No.12)

"A perfect little essential for everyday protection and soft smooth Lips." (Women's Text No.39)

On the contrary, the results of syntactic features for *Move 1: Headlines* in Men corpus showed that *Statements* had the highest percentage of occurrence as they occurred at a frequency of 49% (28 out of 58 sentences). The communicative purpose of Move 1 is to attract consumers and encourage them to read the advertisements. Since male consumers are assumed to be infrequent users of skincare products, this move could be achieved by making the communication simple. Myer (1994) noted that a *Statement* is a type of sentence that aims to assert facts about the world. The data of Move 1 in Men corpus showed that the function of *Statements* is to state a product's description and make the information clear to consumers. Examples of *Statement*s in *Move 1: Headlines* of Men corpus are shown below.

Examples:

"This exfoliating face scrub for men removes dirt and oil without stripping skin, leaving your face feeling smooth." (Men's Text No.20)

"Dove Men+Care Oil Control Body Wash with Oil-Neutralizing technology helps to remove oil without over-drying skin" (Men's Text No.24)

"Sensitive Body Wash cleanses without drying, leaving your skin feeling refreshed and comfortable." (Men's Text No.44)

At the clause level, *Prepositional phrases* were identified frequently in both corpora. *Prepositional phrases* appeared in 44 % of Women corpus (19 out of 43

instances) and 47% of Men corpus (27 out of 58 instances). Based on the data in the two corpora, the function of *Prepositional phrase* is to state the details of products regarding the specific skin types and particular sexes of consumers that the advertised products are specifically designed for. *Prepositional phrases* were also adopted to indicate the advertised products, highlight the ideal skin, and explain the results of using products. Examples of *Prepositional phrases* in *Move 1: Headlines* of the two datasets are presented below.

Examples:

"For your purest, cleanest, brightest skin." (Women's Text No.7)

"For oily skin problems & skin imperfections." (Women's Text No.50)

"This best face moisturizer <u>for men prone to dry skin</u> is fast-absorbing and delivers all day hydration." (Men's Text No.16)

"<u>For an invigorating body bar</u> that cares for your skin, choose Dove Men+Care Extra Fresh Body and Face Bar." (Men's Text No.22)

At the lexical level, the results of Women corpus revealed that a *Binomial or Multinomial expression* was the most frequent lexical feature of Move 1 as it appeared 40 % (17 out of 43 instances). Bhatia (1993) explained that a *Binomial or Multinomial expression* is a sequence of two or more words or phrases that are the same part of speech and usually connected together by the conjunctions 'and' or 'or'. The function of a *Binomial or Multinomial expression* is to make text precise. Based on the data in the women's corpus, it was found that *Binomial or Multinomial expressions* were adopted to indicate the benefits and results of products precisely. Examples of *Binomial or Multinomial expressions* in *Move 1: Headlines* of Women corpus are given below.

Examples:

"Targeted solutions to <u>smooth, fill and plump.</u>" (Women's Text No.6)

"Skin tone looks <u>more even, more luminous.</u>" (Women's Text No.11)

"<u>Hydrates, protects and brightens</u>." (Women's text no.12)

"Skin is perfectly cleansed, <u>looks clearer and feels smoother</u> with a lasting sensation of <u>freshness and comfort.</u>" (Women's text no.20)

In contrast, the results of lexical features for Move 1 in Men corpus showed that *Nominal expression* had the highest percentage of occurrence as it appeared with 48 % frequency (28 out of 58 instances). Bhatia (1993) explained that *Nominal expression*s consist of *Compound nominal phrases, Complex nominal phrases*, and *Nominalizations*. The function of a *Nominal expression* is to provide an attractive and compact description of a product (Bhatia, 1993). The data of Move 1 showed that *Complex nominal phrases* and *Nominalizations* were adopted frequently. *A complex nominal phrase* is a noun head preceded by a number of linearly arranged adjectives that modify it. *A nominalization* is a creation of a noun from a non-nominal by turning verb or adjective into a noun in order to describe something precisely. Based on the data of Move 1 in Men corpus, *Complex nominal phrases* were found to be used for naming products, giving descriptions of products, and describing the results of using the advertised products. In addition, *Nominalization* was found to be used for stating the characteristics of products, undesirable skin conditions, and the benefits of using the advertised products. Examples of *Nominal expressions* in *Move 1: Headlines* in Men corpus are shown below.

Examples:

Complex nominal phrases:

"Enriched with <u>an ultra-refreshing Menthol</u>, it instantly provides a cool effect on skin for <u>an immediate fresh feeling.</u>" (Men's Text No.15)

"<u>Light, non-greasy formula</u> works to refresh and nourish your skin." (Men's Text No.31)

"Do you want <u>a lightweight, fast-absorbing body lotion</u>?" (Men's Text No.35)

Nominalizations:

"Targets 5 imperfections: spots, blackheads, oily skin, <u>roughness</u>, marks." (Men's Text No. 12)

"Dove Men+Care Cool Fresh Body Wash protects from <u>dryness</u>, leaving skin feeling healthy and hydrated" (Men's Text No.26)

"Dove Men+Care Body and Face Wash delivers a jolt of <u>freshness</u> and maintains skin's hydration with its MICROMOISTURE technology." (Men's Text No. 25)

Move 2: Targeting the market

Table 4.11 The frequency and percentage of occurrences for linguistic features in Move 2

Linguistic features	Women corpus		Men corpus	
	F	%	F	%
Syntactic level (Women, n=19) (Men, n=19)				
1.Statements	1	5	5	26
2.Commands	-	-	-	-
3.Questions	2	10	5	26
4.Exclamations	-	-	-	-
5.Incomplete sentences	16	84	9	47
Clause level (Women, n=23) (Men, n=39)				
6. Relative clauses	1	5	4	10
7. Participle phrases	2	10	8	21
8. Prepositional phrases	16	70	34	87
9. Infinitive phrases	1	5	1	3
Lexical level (Women, n=23) (Men, n=39)				
10. Nominal expressions	11	48	16	41
11. Binomial expressions	1	5	4	10
12. Pronouns 'you' & 'your'	3	13	2	5
13. Adjectives	17	74	20	51
14. Adverbs	3	13	14	36
15. Conjunctions	2	10	2	5

Note: n (Syntactic level) = the total number of sentences in a move (Excluding embedded moves/steps)

n (Clause & Lexical level) = the total number of instances in a move (Including embedded moves/steps)

The results of linguistic features at the syntactic level of *Move 2: Targeting the market* indicated that *Incomplete sentence* was the most frequent syntactic feature in both corpora. *Incomplete sentences* occurred in 84% of women's corpus (16 out of 19 sentences) and 47% of men's corpus (9 out of 19 sentences). Based on the data in the

two datasets, it was observed that the function of *Incomplete sentences* is to briefly provide descriptions about specific skin types and the particular skin problems that the products are designed for. Moreover, *Incomplete sentence* helps consumers spend a shorter time choosing products. Examples of *Incomplete sentences* in *Move 2: Targeting the market* of both corpora are presented below.

Examples:

"L'Oréal Paris Extraordinary Oil Miracle Cleansing Oil, high performance cleansing for all skin types." (Women's Text No.8)

"Suitable even for dry, sensitive skin." (Women's Text No.46)

"Offers advanced protection for dry skin" (Men's Text No.16)

"Advanced protection for dry skin on your face." (Men's Text No.17)

At the clause level, *Prepositional phrases* were identified at the highest percentage in both corpora. *Prepositional phrases* appeared in 70% of Women corpus (16 out of 23 instances) and 87% of Men corpus (34 out of 39 instances). Since *Move 2: Targeting the market* is often achieved by stating the particular skin types that the products are designed for, *Prepositional phrases* were adopted to emphasize these details in order to help consumers identify the right products easily. Examples of *Prepositional phrases* in *Move 2: Targeting the market* of both corpora are given below.

Examples:

"L'Oréal Paris Age Perfect Re-Nourish Night, a restoring moisturiser balm <u>for dry and de-nourished mature skin.</u>" (Women's text no.2)

"NIVEA Rich Nourishing Body Lotion provides deep nourishing care <u>for all your dry skin needs.</u>" (Women's Text No.41)

"Hydrate+ Face Lotion, part of the Hydrate range, is Dove Men+Care's best face moisturizer <u>for dry skin for everyday use.</u>" (Men's Text No.16)

"Hydrate+ Face Wash is Dove Men+Care's best face wash <u>for men prone to dry skin.</u>" (Men's Text No.17)

At the lexical level, the results of *Move 2: Targeting the market* in the two corpora revealed that *Adjective* was the most frequent lexical choice. *Adjectives* appeared in 74% of Women corpus (17 out of 23 instances) and in 51% of Men corpus (20 out of 39 instances). Bhatia (1993) explained that the function of an *Adjective* is to provide a descriptive characteristic of a product. Based on the data in the two corpora, *Adjectives* were found to be used to provide a specific description of skin types, skin conditions, and skin problems that the products are designed for. *Adjectives* serve the aim of *Move 2 Targeting the market*, which is to ensure that the targeted consumers grab the products that are most suitable for their skin conditions. Examples of *Adjectives* in *Move 2: Targeting the market* of the two datasets are presented below.

Examples:

"L'Oréal Paris Age Perfect Refreshing Toner for <u>mature skin.</u>" (Women's Text No.20)

"Suitable for <u>sensitive skin.</u>" (Women's text no.47)

"Men's body wash for <u>oily skin</u>" (Men's Text No.24)

"This non-drying face wash was developed especially for men with <u>sensitive skin.</u>" (Men's text no.30)

Move 3: Justifying the product

Table 4.12 The frequency and percentage of occurrences for linguistic features in Move 3

Linguistic features	Women corpus		Men corpus	
	F	%	F	%
Syntactic level (Women, n=12) (Men, n=13)				
1.Statements	10	83	11	84
2.Commands	-	-		-
3.Questions	2	17	1	8
4.Exclamations	-	-		-
5.Incomplete sentences	-	-	1	8
Clause level (Women, n=12) (Men, n=17)				
6. Relative clauses	1	8	2	12
7. Participle phrases	-	-		-
8. Prepositional phrases	4	33	6	35
9. Infinitive phrases	2	17	6	35
Lexical level (Women, n=12) (Men, n=17)				
10. Nominal expressions	3	25	10	59
11. Binomial expressions	5	42	8	47
12. Pronouns 'you' & 'your'	7	58	5	29
13. Adjectives	9	75	9	53
14. Adverbs	3	25	3	18
15. Conjunctions	5	42	13	76

Note: n (Syntactic level) = the total number of sentences in a move (Excluding embedded moves/steps)

n (Clause & Lexical level) = the total number of instances in a move (Including embedded moves/steps)

The results of linguistic features at the syntactic level of *Move 3: Justifying the products* indicated that *Statement* was the most frequent syntactic feature in the two corpora. *Statements* were identified in 83 % of Women corpus (10 out of 12 sentences) and 84% of Men corpus (11 out of 13 sentences). The data in the two datasets showed that *Statements* were employed to explain the reason for using skincare products and to make information clear to consumers. This is appropriate since the purpose of *Move 3: Justifying the products* is to provide reasons why advertised products are worth buying.

Examples of *Statements* in *Move 3: Justifying the products* of the two datasets are shown below.

Examples:

"As you age, skin takes longer to recover and responds more slowly." (Women's Text No.5)

"Irregular pigmentation beneath the skin's surface can reduce skin's luminosity." (Women's Text No.11)

"After cleansing, it's important to use moisturiser to help keep problem skin hydrated." (Men's Text No.7)

"Sometimes, your skin needs extra hydration to feel its best, and that's exactly what Dove Men+Care Hydrate+ Ultra Hydrating Cream is designed to give you." (Men's Text No.18)

At the clause level, the results of the two corpora revealed that *Prepositional phrases* were frequently employed in *Move 3: Justifying the products*. *Prepositional phrases* appeared in 33% of Women corpus (4 out of 12 instances) and 35% of Men corpus (6 out of 17 instances). The data in the two datasets indicated the function of *Prepositional phrases* is to point out the specific areas of the skin that have problems. *Prepositional phrases* were also adopted to indicate the results of using the products. Examples of *Prepositional phrases* in *Move 3: Justifying the products* of the two corpora are presented below.

Examples:

"Every day, the skin is subjected <u>to external aggressors</u>, which contribute to <u>signs of skin ageing.</u>" (Women's Text No.12)

"Your face muscles create micro-contractions <u>on your skin</u> each time you make and change your facial expression." (Women's Text No.14)

"Regular soap and ordinary face washes leave you <u>with a clean face</u>, but also dryness." (Men's Text No.7)

Infinitive phrases also appeared frequently at the clause level of Men corpus. *Infinitives phrases* were identified in 35 % of Move 3 in Men corpus (6 out of 17 instances). The data showed that *Infinitive phrases* were adopted to state the reasons for using skincare products as well as to point out how the products can solve skin problems. Examples of *Infinitive phrases* in *Move 3: Justifying the products* of Men corpus are presented below.

Examples:

"After cleansing, it's important to use moisturiser <u>to help keep problem skin hydrated.</u>" (Men's Text No.7)

"Sometimes, your skin needs extra hydration <u>to feel its best</u>, <u>and</u> that's exactly what Dove Men+Care Hydrate+ Ultra Hydrating Cream is designed to give you." (Men's Text No.18)

"Cleansing is the single most important part of a skin care routine <u>to wash away dirt and oil and keep skin looking healthy and clean.</u>" (Men's text no. 20)

At the lexical level, the results of *Move 3: Justifying the products* in Women corpus indicated the frequent use of *Adjective* as it occurred in 75 % of the moves (9 out of 12 instances). Based on the data in Women corpus, *Negative adjectives* were found to be used for giving the descriptive characteristic of skin problems and undesirable conditions in order to establish the need for using skincare products. *Negative adjectives* serve the aim of Move 3, which is to point out the problems and make consumers feel that the products are worth buying. Examples of *Adjectives* in *Move 3: Justifying the products* of Women corpus are given below.

Examples:

"Research has shown that signs of skin ageing develop as you get <u>older</u>." (Women's Text No.10)

"What if you had the 'code' to unify <u>irregular</u> skin tone and re-awaken a more even, <u>luminous</u>-looking complexion?" (Women's Text No.11)

"<u>Irregula</u>r pigmentation beneath the skin's surface can reduce the skin's luminosity." (Women's text no.11)

Unlike the findings in Women corpus, the results of lexical features in Men corpus revealed that *Conjunction* was the prominent choice in *Move 3: Justifying the products* as it appeared in 76% of the moves (13 out of 17 instances). Based on the data in Men corpus, it was observed that the function of *Conjunctions* is to add more reasons for using skincare products. *Conjunction* were adopted to connect the clauses used to provide more information about the benefits of using skincare products because the purpose of Move 3 is to convince consumers of the importance of products and point out how the products can solve consumers' problems. Examples of *Conjunctions* in *Move 3: Justifying the products* of Men corpus are shown below.

Examples:

"<u>When</u> it comes to creating the best facial moisturizer for men, Dove Men+Care knows that it needs to do more than just fight dryness <u>and</u> that maintaining skin's strength and resilience is important." (Men's Text No.16)

"Sometimes, your skin needs extra hydration to feel its best<u>, and </u>that's exactly what Dove Men+Care Hydrate+ Ultra Hydrating Cream is designed to give you." (Men's Text No.18)

"<u>While</u> some body washes may strip away the skin's moisture, Dove Men+Care's cleansing men's body wash locks it in, <u>so</u> skin remains clean, hydrated and refreshed." (Men's Text No.27)

Move 4: Establishing credentials

Table 4.13 The frequency and percentage of occurrences for linguistic features in Move 4

Linguistic features	Women corpus	
	F	%
Syntactic level (n=1)		
1.Statements	1	100
2.Commands	-	-
3.Questions	-	-
4.Exclamations	-	-
5.Incomplete sentences	-	-
Clause level (n=2)		
6. Relative clauses	-	-
7. Participle phrases	-	-
8. Prepositional phrases	2	100
9. Infinitive phrases	-	-
Lexical level (n=2)	-	
10. Nominal expressions	-	-
11. Binomial expressions	-	-
12. Pronouns 'you' & 'your'		-
13. Adjectives	2	100
14. Adverbs	-	-
15. Conjunctions	-	-

Note: n (Syntactic level) = the total number of sentences in a move (Excluding embedded moves/steps)

n (Clause & Lexical level) = the total number of instances in a move (Including embedded moves/steps)

The results showed a few occurrences of linguistic features since *Move 4: Establishing credentials* was found with a low frequency of occurrence (2 women's advertisements). At the syntactic level, the results indicated that *Statement* was found 100 % of the time (1 out of 1 sentence). Since the purpose of Move 4 is to establish the credibility of brands and products, *Statement* was adopted to make communication simple so that consumers could understand easily. The data showed that *Statement* was employed to provide information about the brands' expertise, the companies' achievements, and research

experience in particular skin problems. Examples of *Statement* in *Move 4: Establishing credentials* of Women corpus are presented below.

Example:

"NIVEA Vital products unite 100 years of NIVEA skin research with precious ingredient." (Women's Text No.35)

At the clause level, *Prepositional phrases* appeared in 100% of the moves (2 out of 2 instances). The function of *Prepositional phrases* is to indicate the role of a skincare brand and state the product details. Examples of *Prepositional phrases* in *Move 4: Establishing credentials* of Women corpus are given below.

Example:

"As skincare experts, we know that dry skin needs extra care, ..." (Women's Text No.41)

At the lexical level, the results revealed that *Adjectives* were adopted in 100% of the moves (2 out of 2 instances). The data in Women corpus suggested that the function of *Adjectives* is to give descriptive characteristics of the products and describe the skin types, skin conditions, and skin problems that the brands have the expertise and experience in providing skincare products. Examples of *Adjectives* in *Move 4: Establishing credentials* are shown below.

Example:

"NIVEA Vital products unite 100 years of NIVEA skin research with precious ingredients." (Women's Text No.35)

"As skincare experts, we know that dry skin needs extra care, ..." (Women's Text No.41)

Move 5: Detailing the product

Table 4.14 The frequency and percentage of occurrences for linguistic features in Move 5

Linguistic features	Women corpus		Men corpus	
	F	%	F	%
Syntactic level (Women, n=263) (Men, n=213)				
1.Statements	92	35	91	43
2.Commands	73	28	19	9
3.Questions	9	4	4	2
4.Exclamations	-	-	2	1
5.Incomplete sentences	87	33	94	45
Clause level (Women, n=355) (Men, n=370)				
6. Relative clauses	12	3	26	7
7. Participle phrases	38	11	41	11
8. Prepositional phrases	152	43	151	41
9. Infinitive phrases	50	14	60	16
Lexical level (Women, n=355) (Men, n=370)				
10. Nominal expressions	99	28	152	41
11. Binomial expressions	84	24	111	30
12. Pronouns 'you' & 'your'	39	11	58	16
13. Adjectives	139	39	121	33
14. Adverbs	91	26	67	18
15. Conjunctions	70	20	69	19

Note: n (Syntactic level) = the total number of sentences in a move (Excluding embedded moves/steps)

n (Clause & Lexical level) = the total number of instances in a move (Including embedded moves/steps)

The results of linguistic features at the syntactic level of *Move 5: Detailing the products* in Women corpus demonstrated that the most frequent syntactic feature was *Statement,* which occurred in 35% of the moves (92 out of 263 sentences). The data in Women corpus showed that *Statements* were used to present clear details of a product and make the information easy to understand since the aim of Move 5 is to convey product information in several aspects. Examples of *Statements* in *Move 5: Detailing the products* of Women corpus are presented below.

Examples:

"Age Perfect's 1st day cream which helps improve the appearance of skin before, during and after the menopause." (Women's Text No.1)

"Olay Moisturising Lotion actively <u>hydrates and maintains</u> the skin's natural moisture balance." (Women's Text No.28)

"NIVEA Irresistibly Smooth Body Lotion intensively moisturises your skin and delivers a 24-hour irresistibly smooth skin feeling." (Women's Text No.40)

Unlike the findings in Women corpus, the results of syntactic features in Men corpus demonstrated that *Incomplete sentence*s had the highest percentage of occurrence. *Incomplete sentence*s appeared in 45% of the moves (94 out of 213 sentences). The data of Move 5 in Men corpus suggested that *Incomplete sentence*s were adopted to highlight the essential information. It seems that the writers of men's advertisements want the consumers to spend less time reading the details of the products. Examples of *Incomplete sentences* in *Move 5: Detailing the products* of Men corpus are presented below.

Examples:

"Helps protect against the appearance of spots." (Men's text no.7)

"Leaves no feeling of stickiness or residue." (Men's Text No.16)

"Specifically formulated <u>to help skin retain moisture.</u>" (Men's Text No18)

At the clause level, the results indicated that *Prepositional phrases* were mostly employed in *Move 5: Detailing the products* of both corpora. *Prepositional phrases* appeared in 43 % (152 out of 355 instances) of Women corpus and 41% (151 out of 370 instances) of Men corpus. The data in the two datasets demonstrated that the function of *Prepositional phrase* is to state the information regarding where to apply the product and how to use the product. Examples of *Prepositional phrases* in *Move 5: Detailing the products* of the two datasets are given below.

Examples:

"For daily use, apply 2-3 drops <u>to dry hands</u> and massage thoroughly <u>over the face.</u>"(Women's Text No.8)

"Dispense product <u>onto hands</u>, apply <u>to wet face</u> and gently massage <u>with fingertips</u>." (Women's Text no.22)

"Work the product <u>into your body and face</u>, avoiding contact <u>with your eyes</u>, and rinse." (Men's Text No.23)

"You can use it anywhere <u>on your face, body and hands.</u>"(Men's Text No.32)

At the lexical level, the results of Women corpus revealed that *Adjective* was the most frequent lexical feature as it occurred in 39% of the moves (139 out of 355 instances). Based on the data in Women corpus, *Positive adjectives* were frequently employed to highlight the descriptive characteristics of products. However, *Comparative adjectives and Superlative adjective*s were found to be used less frequently than *Positive adjectives*. The data in the women's corpus exhibited an abundance of *Positive adjectives,* which were adopted to provide information regarding the characteristic of products (e.g. light, creamy, and rich), the qualities of products (luxurious, natural, waterproof), and the results of using products (e.g. smooth, youthful, radiant). Examples of *Adjectives* in *Move 5: Detailing the products* of Women corpus are shown below.

Examples:

"Olay Regenerist Revitalising Night Cream has a <u>rich</u> feel and <u>non-greasy</u> formula for <u>fast</u> skin absorption." (Women's Text no.7)

"Noticeably <u>softer</u> skin that feels beautifull<u>y smooth </u>to the touch." (Women's Text No.40)

"Your skin is <u>hydrated</u> and looks <u>radiant.</u>" (Women's Text No.50)

In contrast, the results of the lexical features in Men corpus suggested that *Nominal expressions* had the highest percentage of occurrence as it appeared in 41% of the moves (152 out of 370 instances). Bhatia (1993) noted that *Nominal expression*s consist of *Compound nominal phrases, Complex nominal phrases*, and *Nominalizations*. The function of a *Nominal expression* is to provide an attractive and compact description of a product

(Bhatia, 1993). *A complex nominal phrase* is a noun head preceded by a number of linearly arranged adjectives that modify it. *A compound nominal phrase* is constructed by using a series of linearly-arranged nouns, and occasionally include the addition of adjectives. *A nominalization* is a creation of a noun from a non-nominal by turning verb or adjective into a noun in order to describe something precisely. Based on the data of Move 5 in Men corpus, *Complex nominal phrases* were found to be used in naming products, giving descriptions of products, and stating the results of using the advertised products. *Compound nominal phrases* were found to be employed to give attractive and compact descriptions of key ingredients, special formula, and words relating to science technology. Furthermore, *Nominalization* was used to describe the characteristics of products, undesirable skin conditions, and the results of using the advertised products. Examples of *Nominal expressions* in *Move 5: Detailing the products* of Men corpus are given below.

Examples:

Complex nominal phrases:

"For a comfortable, refreshing clean, the light, non-greasy foam rinses away easily and leaves skin with an invigorating scent." (Men's Text No.22)

"The high performance double action shave gel is formulated with skin's own Coenzyme Q10 revitalizing the skin while giving a close, comfortable shave". (Men's Text No.40)

"The improved extra gentle formula was specially developed for men with sensitive skin." (Men's text no. 43)

Compound nominal phrases:

"This transparent gel contains our Skin and Stubble Smart Technology designed for men". (Men's Text No.9)

"Specially formulated for men with dry skin, this lotion with Hydra-IQ technology absorbs in seconds with no greasy after feel". (Men's Text No.36)

"Oil Trapping Mud Texture eliminates excessive oil without drying for an intensive anti grease action". (Men's text No.47)

Nominalization:

"Pure Power Charcoal Wash with purifying action helps fight 5 male skin <u>imperfections</u>: spots, blackheads, oily skin, <u>roughness</u> and marks." (Men's Text No.12)

"Helps keep skin feeling healthy and protected against <u>dryness</u>." (Men's Text No.23)

"A jolt of <u>freshness</u> to jump-start your day." (Men's Text No.27)

Move 6: Claiming clinical testing

Table 4.15 The frequency and percentage of occurrences for linguistic features in Move 6

Linguistic features	Women corpus		Men corpus	
	F	%	F	%
Syntactic level (Women, n=15) (Men, n=10)				
1.Statements	-	-	2	20
2.Commands	-	-	-	-
3.Questions	-	-	-	-
4.Exclamations	-	-	-	-
5.Incomplete sentences	15	100	8	80
Clause level (Women, n=18) (Men, n=20)				
6. Relative clauses	-	-	-	-
7. Participle phrases	1	6	1	5
8. Prepositional phrases	3	17	5	25
9. Infinitive phrases	-	-	3	15
Lexical level (Women, n=18) (Men, n=20)				
10. Nominal expressions	3	17	6	30
11. Binomial expressions	-	-	2	10
12. Pronouns 'you' & 'your'	-	-	1	5
13. Adjectives	5	28	4	20
14. Adverbs	9	50	11	55
15. Conjunctions	-	-	1	5

Note: n (Syntactic level) = the total number of sentences in a move (Excluding embedded moves/steps)

n (Clause & Lexical level) = the total number of instances in a move (Including embedded moves/steps)

The results of linguistic features at the syntactic level indicated that *Incomplete sentences* were mainly adopted in *Move 6: Claiming Clinical Testing* of both corpora. *Incomplete sentences* were identified in 100% (15 out of 15 sentences) of Women corpus and 80% (8 out of 10 sentences) of Men corpus. The data in the two datasets showed that the function of *Incomplete sentences* is to make the keywords relating to clinical testing and the experts' approval more salient and make consumers focus on this information. Examples of *Incomplete sentences* in *Move 6: Claiming clinical testing* of the two corpora are presented below.

Examples:

"Skin compatibility dermatologically approved." (Women's Text No.40)

"Dermatologist tested to be mild and gentle on skin" (Men's Text No.21)

"#1 Dermatologist recommended brand" (Men's Text No.22)

At the clause level, the results indicated that *Prepositional phrases* were mostly employed in *Move 6: Claiming clinical testing* of the two datasets. *Prepositional phrases* occurred in 17% (3 out of 18 instances) of Women corpus and 25% (5 out of 20 instances) of Men corpus. Based on the data in the two datasets, it was found that *Prepositional phrases* were employed to emphasize the particular skin types that were tested and the group of people who tested the products. The examples of *Prepositional phrases* in *Move 6: Claiming clinical testing* of Women corpus and Men corpus are shown below.

Examples:

"Consumer tested <u>on 97 women</u>." (Women's Text No.1)

"Tested <u>on acne-prone skin</u>" (Men's Text No.1)

"Skin compatibility dermatologically tested <u>by men with sensitive skin</u>." (Men's Text No.43)

At the lexical level, the results of the two corpora demonstrated that the most frequent lexical choice of *Move 6: Claiming clinical testing* was *Adverb* as it occurred in 50% (9 out of 18 instances) of Women corpus and 55% (11 out of 20 instances) of Men corpus. The data in the two corpora suggested that the function of *Adverbs* in Move 6 is to

indicate that products were tested by dermatologists in order to make the product more persuasive and worth buying. Examples of *Adverbs* in *Move 6: Claiming clinical testing* of Women corpus and Men corpus are presented below.

Examples:

"<u>Dermatologically</u> tested on imperfection-prone skin." (Women's Text No.45)

"<u>Clinically</u> tested, fragrance-neutral formula" (Women's Text No.19)

"<u>Dermatologically</u> tested." (Men's Text No.34)

Move 7: Urging Action

Table 4.16 The frequency and percentage of occurrences for linguistic features in Move 7

Linguistic features	Women corpus		Men corpus	
	F	%	F	%
Syntactic level (Women, n=6) (Men, n=14)				
1.Statements	-	-	-	-
2.Commands	6	100	14	100
3.Questions	-	-	-	-
4.Exclamations	-	-	-	-
5.Incomplete sentences	-	-	-	-
Clause level (Women, n=11) (Men, n=19)				
6. Relative clauses	1	9	3	16
7. Participle phrases	-	-	-	-
8. Prepositional phrases	6	55	9	47
9. Infinitive phrases	-	-	1	5
Lexical level (Women, n=11) (Men, n=19)				
10. Nominal expressions	5	46	16	84
11. Binomial expressions	-	-	2	11
12. Pronouns 'you' & 'your'	7	64	8	42
13. Adjectives	3	27	3	16
14. Adverbs	1	9	1	5
15. Conjunctions	2	18	1	5

The results of linguistic features at the syntactic level of *Move 7: Urging action* showed that *Commands* were employed entirely in both corpora. *Commands* occurred in 100% (6 out of 6 instances) of Women corpus and 100% (14 out of 14 instances) of Men corpus. Cook (2001) explained that *Commands* may possess the function of requesting, advising, warning, suggesting, and so on. As a consequence, *Commands* were adopted to serve the purpose of Move 7, which aims to invite, encourage, and persuade consumers to read more information about advertisements as well as to buy the advertised products. The data in the two datasets showed that *Commands* were employed to encourage consumers to have ideal skin (e.g. Get hydration for healthier, stronger skin) and make the decision to buy the advertised products (e.g. Add it to your skin care routine to…, Use NIVEA Essential care for …). The examples of *Command*s in *Move 7: Urging action* of Women corpus and Men corpus are given below.

Examples:

"Discover Multi-Masking." (Women's Text No.7)

"AWAKEN GLOW of dull skin for fresher, more radiant looking skin." (Women's Text No.9)

"Try Dove Men+Care Extra Fresh Body and Face Bar." (Men's Text No.22)

"Choose Dove Men+Care Deep Clean Body and Face Wash." (Men's Text No.23)

At the clause level, the results demonstrated that *Prepositional phrases* had the highest percentage of occurrence in both corpora. *Prepositional phrases* appeared in 55% of Women corpus (6 out of 11 instances) and 47% of Men corpus (9 out of 19 instances). Based on the data in the two datasets, it was observed that the function of *Prepositional phrases* in this move is to state the information regarding where to apply the product and how to use the product. *Prepositional phrase*s were also adopted to indicate the advertised products, highlight ideal skin, and explain the results of using products in order to motivate and encourage certain action from consumers. Examples of *Prepositional phrases* in *Move 7: Urging action* of Men corpus and Women corpus are presented below.

Examples:

"Smooth a layer <u>onto your skin</u> and experience the relaxing fragrances." (Women's Text No.7)

"Add it <u>to your skin care routine</u> to hydrate delicate skin <u>around the eyes</u>" (Women's Text No.24)

"Start your day <u>with Dove Men+Care Aqua Impact Body and Face Wash</u>." (Men's Text No.28)

"Discover the new energy source <u>in your shower</u>." (Men's Text No.37)

At the lexical level, the result of Women corpus indicated that *Pronouns 'you' and 'your'* were the most frequent lexical choice. *The pronouns 'you' and 'your'* appeared 64% of the time (7 out of 11 instances). Myer (1994) explained that the function of *Pronouns 'you' and 'your'* is to directly address consumers individually and establish familiarity. Cook (2001) suggested that *'you'* is used to express that the audience is the personal and particular audience. The data of Move 7 in Women corpus suggested that the function of *Pronouns 'you' and 'your'* is to communicate to consumers directly and involve consumers in the conversation since the aim of Move 7 is to encourage consumers to undertake certain actions. Examples of *Pronouns 'you' and 'your'* in *Move 7: Urging action* of Women corpus are shown below.

Examples:

"Treat <u>your </u>skin to the latest beauty trend." (Women's Text No.7)

"Add Pore Minimising Cleanser + Scrub to <u>your</u> skin care routine to cleanse deeply and exfoliate skin" (Women's Text No.21)

"Add it to <u>your</u> skin care routine to hydrate delicate skin around the eyes"(Women's Text No.24)

In contrast, the results of lexical features in Men corpus suggested that *Nominal expression* was the prominent choice as it occurred 84% (16 out of 19 instances). Similar to the findings in *Move 1: Headlines* and *Move 5: Detailing the products* of the men's corpus, *Complex nominal phrases* were found to be used in providing attractive product names and giving positive descriptions of the results of product use. *Compound nominal*

phrases were employed to give attractive and compact descriptions of words relating to science technology. Also, *Nominalization* was used to describe the characteristics of products, undesirable skin conditions, and the results of using the advertised products. Examples of *Nominal expressions* in *Move 7: Urging action* of Men corpus are shown below.

Examples:

Complex nominal phrases:

"Try <u>Dove Men+Care Extra Fresh Body and Face Bar.</u>" (Men's Text No.22)

"Get hydration for <u>healthier, stronger skin</u>: grab Dove Men+Care Aqua Impact Body and Face Wash." (Men's Text No.28)

"Add <u>Dove Men+Care Cool Fresh Body and Face Wash</u> to your shower routine." (Men's Text No.25)

Compound nominal phrases:

"Discover <u>Hydra Power face wash</u>, which intensely cleanses your skin and leaves it refreshed and comfortable." (Men's Text No.15)

"Get skin that feels healthy and refreshed each morning: reach for <u>Dove Men+Care Oil Control Body and Face Wash.</u>" (Men's Text No.24)

"Get hydration for healthier, stronger skin: grab <u>Dove Men+Care Aqua Impact Body and Face Wash.</u>" (Men's Text No.28)

Nominalization:

"Start the day with a jolt of <u>freshness</u>" (Men's Text No.27)

"Now, experience <u>fairness</u> without sweat and <u>oiliness</u>!" (Men's Text No.50)

4.2.2 Summary of the most frequent linguistic features in each

of the moves

Table 4.17 Summary of the most frequent linguistic features in each move of Women corpus
and Men corpus

Move	Linguistic Features	Women corpus	Men corpus
Move 1	Syntactic level	*Incomplete sentences* Example: High performance skin balancing cleansers.(Text No.8)	*Statements* Example: Dove Men+Care Deep Clean Body Wash with purifying grains and MICROMOISTURE technology provides a refreshing clean. (Text No.23)
	Clause level	*Prepositional phrases* Example: A perfect little essential <u>for everyday protection and soft smooth Lips. (Text No.39)</u>	*Prepositional phrases* Example: This is our best face wash <u>for men prone to dry skin.</u> (Text No.17)
	Lexical level	*Binomial expressions* Example: Targeted solutions to <u>smooth, fill and plump.</u>(Text No.6)	*Nominal expressions* Example: Enriched with <u>an ultra-refreshing Menthol</u>, it instantly provides a cool effect on skin for <u>an immediate fresh feeling</u>.(Text No.15)
Move 2	Syntactic level	*Incomplete sentences* Example: Suitable for sensitive skin. (Text No.47)	*Incomplete sentences* Example: Offers advanced protection for dry skin. (Text No16)

	Clause level	*Prepositional phrases* Example: L'Oréal Paris Age Perfect Re-Nourish Night, a restoring moisturiser balm <u>for dry and de-nourished mature skin. (Text no.2)</u>	*Prepositional phrases* Example: This non-drying face wash was developed especially <u>for men with sensitive skin. (</u>Text No.30)
	Lexical level	*Adjectives* Example: L'Oréal Paris Age Perfect Refreshing Toner for <u>mature skin.</u>(Text No.20)	*Adjectives* Example: Men's body wash for<u> oily skin</u> (Text No.24)
Move 3	Syntactic level	*Statements* Example: Every day the skin is subjected to external aggressors, which contribute to signs of skin ageing. (Text No.12)	*Statements* Example: Regular soap and ordinary face washes leave you with a clean face, but also dryness. (Text No.17)
	Clause level	*Prepositional phrases* Example: Your face muscles create micro-contractions<u> on your skin</u> each time you make and change your facial expression. (Text No.6)	*Prepositional phrases* Example: Regular soap and ordinary face washes leave you <u>with a clean face</u>, but also dryness. (Text No.17) *Infinitive phrases* Example: Cleansing is the single most important part of a face care routine <u>to wash away dirt and oil, and</u> keep skin looking healthy and clean. (Text No.17)

	Lexical level	*Adjectives*	*Conjunctions*
		Example:	Example:
		Research has shown that signs of skin ageing develop as you get <u>olde</u>r.(Text No.10)	<u>When</u> it comes to creating the best facial moisturizer for men, Dove Men+Care knows that it needs to do more than just fight dryness, <u>and</u> that maintaining skin's strength and resilience is important. (Text No.16)
Move4	Syntactic level	*Statements*	-
		Example:	
		NIVEA Vital products unite 100 years of NIVEA skin research with precious ingredients. (Text no.35)	
	Clause level	*Prepositional phrases*	-
		Example:	
		<u>As skincare experts,</u> we know that dry skin needs extra care, ...(Text No.41)	
	Lexical level	*Adjectives*	-
		Example:	
		As skincare experts we know that <u>dry</u> skin needs <u>extr</u>a care, ...(Text No.41)	
Move 5	Syntactic level	*Statements*	*Incomplete sentences*
		Example:	Example:
		Each Wrinkle De-Crease product helps to reduce the appearance of expression lines developed over time. (Text No.14)	Helps keep skin feeling healthy and protected against dryness(Text No.23)
	Clause level	*Prepositional phrases*	*Prepositional phrases*
		Example:	Example:
		Fine lines appear smoother <u>within 1 hour.</u> (Text No.10)	Supplies the whole face <u>with 24 hour moisture.</u> (Text no.42)

	Lexical level	*Adjectives* Example: Skin is <u>luminous</u>. (Text No.10)	*Nominal expressions* Example: Provides <u>a refreshingly cool clean.</u> (Text no.23)
Move 6	Syntactic level	*Incomplete sentences* Example: Dermatologist Tested. (Text No.24)	*Incomplete sentences* Example: Dermatologist tested to be mild and gentle on skin. (Text no21)
	Clause level	*Prepositional phrases* Example: Dermatologically tested <u>on imperfection-prone skin.</u> (Text No.45)	*Prepositional phrases* Example: Tested <u>on acne-prone skin.</u> (Text no.1)
	Lexical level	*Adverbs* Example: Skin compatibility <u>dermatologically</u> approved. (Text no.40)	*Adverbs* Example: Skin compatibility <u>dermatologically</u> tested by men with sensitive skin. (Text no.30)
Move 7	Syntactic level	*Commands* Example: Treat your skin to the latest beauty trend. (Text no.7)	*Commands* Example: Try Dove Men+Care Extra Fresh Body and Face Bar. (Text no. 22)
	Clause level	*Prepositional phrases* Example: AWAKEN GLOW of dull skin <u>for fresher, more radiant looking skin.</u> (Text no.9)	*Prepositional phrases* Example: Add Dove Men+Care Cool Fresh Body and Face Wash <u>to your shower routine.</u> (Text no25)
	Lexical level	*Pronouns 'you' & 'your'* Example: Find <u>your</u> perfect match! (Text No.7)	*Nominal expressions* Example: Get hydration for healthier, stronger skin: grab Dove Men+Care Aqua Impact Body and Face Wash. (Text no.28)

4.3 Results of the advertising strategies analysis for each move in Women corpus and Men corpus

To answer the third research question, which aims to identify advertising strategies in each move of online advertisements for women's and men's skincare products, each move was analyzed by using an adapted analytical framework based on the pilot study and previous findings of Kaur, Arumugam and Yunus (2013) and the study of Cheong and Kaur (2015). Table 4.3 presents the percentage of occurrences of advertising strategies in Women corpus and Table 4.4 showed the percentage of occurrences of advertising strategies in Men corpus.

In general, the analysis of advertising strategies in Women corpus showed that *Manufacturing consent through implication* (38%)*, Claiming problem-solving ability* (15%), and *Puffery* (8%) were the most frequent advertising strategies in 50 women's online skincare advertisements. In Men corpus, the results indicated that *Manufacturing consent through implication* (48%)*, Claiming problem-solving ability* (14%), and *Highlighting exclusiveness* (9%) were frequently identified in 50 men's online skincare product advertisements. The findings revealed the similarities between the two corpora regarding the use of advertising strategies that the writers tended to promise the benefits of the product to consumers and confirm that the product can solve skin problems. However, the results highlighted the differences between the two corpora since *Puffery* were commonly found in Women corpus whereas *Highlighting exclusiveness* were mainly identified in Men corpus. The findings showed that writers of women's advertisements were more likely to use the strategy of *Puffery* which is to exaggerate the benefit of the product to a degree that cannot be determined exactly to female consumers. In Men corpus, it was found that writers of men's advertisements tended to use the strategy of *Highlighting exclusiveness* which is to emphasize that the product has been specifically designed based on understanding the needs of the male consumers.

Table 4.18 The percentage of occurrences of advertising strategies in Women corpus

Advertising Strategies	Moves							Total	
	M1	M2	M3	M4	M5	M6	M7	F	%
	n=43	n=23	n=12	n=2	n=355	n=18	n=11	472	%
1. Manufacturing consent through implication	47	9	8	-	42	-	27	177	38
2.Claiming problem-solving ability	35	-	8	-	16	-	9	72	15
3 Positive self-representation	-	-	8	50	1	-	-	7	2
4 Puffery	26	9	-	-	7	-	9	38	8
5 Invoking inadequacies	-	4	67	-	-	-	-	9	2
6.Highlighting the necessity of skincare practice	-	-	8	-	-	-	-	1	0.2
7.Claiming problems of other products	-	-	-	-	-	-	-	-	-
8 Portraying skincare products	-	-	8	-	-	-	-	1	0.2
9 Highlighting product innovation	2	-	-	-	5	-	9	20	4
10 Highlighting exclusiveness	5	83	-	50	0.3	17	-	25	5
11. Raising curiosity	-	-	-	-	2	-	-	9	2
12 Dermatologist endorsement & Claiming scientific evidence	7	-	8	50	0.3	100	-	24	5

Note: n = the total number of instances in a move (Including embedded moves/steps)

Table 4.19 The percentage of occurrences of advertising strategies in Men corpus

Advertising Strategies	Moves						Total	
	M1	M2	M3	M5	M6	M7	F	%
	n=58	n=39	n=17	n=370	n=20	n=19	524	%
1. Manufacturing consent through implication	60	13	6	54	14	32	250	48
2.Claiming problem-solving ability	24	3	-	16	-	-	73	14
3 Positive self-representation	4	15	6	0.5	5	-	12	2
4 Puffery	8	10	-	8	-	-	39	7
5 Invoking inadequacies	-	-	18	-	-	-	3	0.6
6.Highlighting the necessity of skincare practice	-	-	47	-	-	-	8	2
7.Claiming problems of other products	-	-	35	-	-	-	6	1
8 Portraying skincare products	4	-	-	-	-	11	4	0.8
9 Highlighting product innovation	9	-	-	8	-	5	36	7
10 Highlighting exclusiveness	16	77	12	0.3	14	-	45	9
11. Raising curiosity	-	-	-	1	-	-	5	1
12 Dermatologist endorsement & Claiming scientific evidence	2	-	-	-	100	-	22	4

Note: n = the total number of instances in a move (Including embedded moves/steps)

4.3.1 Details of advertising strategies for each move in Women corpus and Men corpus

This section describes the results of advertising strategies for each move in Women corpus and Men corpus with examples taken from the advertisements of the two datasets.

Move 1: Headlines

As shown in Table 4.3, the results of advertising strategies analysis of *Move 1: Headlines* revealed that *Manufacturing consent through implication* was the most frequent advertising strategy in the two corpora. This strategy occurred in 47% of Move 1 in Women corpus (20 out of 43 instances) and 60 % of Move 1 in Men corpus (35 out of 58 instances). The function of *Manufacturing consent through implication* is to establish consumer confidence in products. The data of Move 1 in the two datasets showed that *Manufacturing consent through implication* ensures the benefits and results of the advertised products in order to achieve the communicative purpose of *Move 1: Headlines,* which is to gain attention from consumers toward the advertisements and the products. Examples of *Manufacturing consent through implication* in *Move 1: Headlines* of Women corpus and Men corpus are presented below.

Examples:

"High-performance skin balancing cleansers." (Women's Text No.16)

"Skin is perfectly cleansed, looks clearer and feels smoother with a lasting sensation of freshness and comfort." (Women's Text No.20)

"NIVEA Vital reduces major signs of mature skin ageing." (Women's Text 35)

"Skin looks younger and firmer." (Men's Text No.8)

"This exfoliating face scrub for men removes dirt and oil without stripping skin, leaving your face feeling smooth." (Men's Text 20)

"Sensitive Body Wash cleanses without drying, leaving your skin feeling refreshed and comfortable." (Men's Text No.44)

Move 2: Targeting the market

The results of advertising strategies analysis in *Move 2: Targeting the market* indicated that *Highlighting exclusiveness* had the highest percentage of occurrences in the two corpora. *Highlighting exclusiveness* appeared in 83% of Women corpus (18 out of 23 instances) and 77% of Men corpus (30 out of 39 instances). The function of this strategy is to make consumers feel that the products are specifically designed for them and make them feel important. Since the aim of *Move 2: Targeting the market* is to communicate with a targeted group of consumers, this strategy makes consumers feel privileged that the products are especially for them and not others. Examples of *Highlighting exclusiveness* in *Move 2: Targeting the market* of Women corpus and Men corpus are given below.

Examples:

"L'Oréal Paris Skin Perfection Cleansing and Perfecting Milk, specifically formulated for sensitive skin." (Women's Text No.19)

"Formulated specifically for sensitive, delicate skin, Olay Moisturising Cream actively hydrates and maintains the skin's natural moisture balance." (Women's Text 29)

"NIVEA Rich Nourishing Body Lotion provides deep nourishing care for all your dry skin needs." (Women's Text No.41)

"Specifically designed for men's skin." (Men's text 25)

"Specially formulated for men who want clean, hydrated, and refreshed skin." (Men's Text No.39)

"Sensitive 3-in-1 Body Wash has been specially developed to care for men's sensitive skin." (Men's Text No.44)

Move 3: Justifying the products

The results of advertising strategy analysis of *Move 3: Justifying the products* marked the difference between Women corpus and Men corpus. In the women's corpus, *Invoking inadequacies* was the most frequent advertising strategy as it appeared 67% of Move 3 in Women corpus (8 out of 12 instances). It was observed that the frequency of occurrence for *Invoking inadequacies* was much higher than other strategies. This finding suggests the preference of the writers for women's skincare product advertisements in pointing out problems to female consumers. The data showed that the function of *Invoking inadequacies* is to establish the need to use skincare products by stating undesirable skin conditions. Examples of *Invoking inadequacies* in *Move 3: Justifying the products* of Women corpus are presented below.

Example:

"Mature skin and young skin behave differently when exposed to external aggressions." (Women's Text No.5)

"As you age, skin takes longer to recover and responds more slowly." (Women text 5)

"Your face muscles create micro-contractions on your skin each time you make and change your facial expression." (Women's Text No.6)

"Every day the skin is subjected to external aggressors, which contribute to signs of skin ageing." (Women's Text No.12)

Unlike the finding in Women corpus, the results of advertising strategies analysis of Move 3 in Men corpus revealed that *Highlighting the necessity of skincare practic*e was the most frequent advertising strategy as it appeared 47% of Move 3 in Men corpus (8 out of 17 instances). This finding suggested that the writers of advertisements for men's skincare products emphasized acknowledgement of the skincare practice to male consumers in order to make the skincare products worth buying. The data in Men corpus showed that the function of *Highlighting the necessity of skincare practice* is to explain the advantages of skincare practice by stating that maintaining skincare routines can contribute to benefits for the skin. Examples of *Highlighting the necessity of skincare practic*e in *Move 3: Justifying the products* of Men corpus are shown below.

Examples:

"After cleansing, it's important to use moisturiser to help keep problem skin hydrated." (Men's text 7)

"Cleansing is the single most important part of a face care routine to wash away dirt and oil, and keep skin looking healthy and clean." (Men's Text No.17)

"Sometimes, your skin needs extra hydration to feel its best, and that's exactly what Dove Men+Care Hydrate+ Ultra Hydrating Cream is designed to give you." (Men's Text No.18)

Move 4: Establishing credentials

The results of advertising strategies for *Move 4: Establishing credentials* of the Women corpus exhibited a low frequency of occurrence for advertising strategies since this move appeared at a low frequency of occurrence, which can be found in only 2 women's advertisements. Based on the data of Move 4 in Women corpus, it was found that three strategies were adopted, including *Positive self-representation, Highlighting exclusiveness,* and *Dermatologist endorsement & claiming scientific evidence*.

Positive self-representation was identified in 50% of Move 4 in Women corpus (1 out of 2 instances). *Positive self-representation* is used to portray the company positively since the goal of *Move 4: Establishing credentials* is to highlight the company's expertise and build consumer confidence in using the advertised products. In addition, *Highlighting exclusiveness* appeared in 50% of the moves (1 out of 2 instances). *Highlighting exclusiveness* is used to emphasize that the product is specifically designed for the intended consumers in order to make the consumers feel privileged that the product is specifically for them. Moreover, *Dermatologist endorsement & Claiming scientific evidence* was found 50% of the move (1 out of 2 instances). The function of *Dermatologist endorsement & Claiming scientific evidence* is to present information about the scientific evidence, tests done by dermatologists, and approval from experts in order to establish trust and build confidence in the advertised products. Examples of *Positive self-representation, Highlighting exclusiveness,* and *Dermatologist endorsement & claiming scientific evidence* in Women corpus are presented below.

Examples:

Positive self-representation:

"<u>As skincare experts, we know that</u> dry skin needs extra care…" (Women's text 41)

Highlighting exclusiveness:

"As skincare experts, we know that <u>dry skin needs extra care</u>…"(Women's text 41)

Dermatologist endorsement & Claiming scientific evidence:

"NIVEA Vital products unite 100 years of NIVEA skin research…" (Women's text 35)

Move 5: Detailing the products

        The results of advertising strategies analysis of *Move 5: Detailing the products* revealed that *Manufacturing consent through implication* was identified frequently in both corpora. This strategy appeared in 42% of Women corpus (150 out of 355 instances) and 54% of Men corpus (200 out of 370 instances). *Manufacturing consent through implication* was employed to ensure the advantages of key ingredients or special formula, the qualities of products, and the desirable results to consumers. Since the aim of *Move 5: Detailing the products* is to provide product information, the writers need to make the promise of efficiency by the advertised product in order to make the products worth buying. Examples of *Manufacturing consent through implication* in *Move 5: Detailing the products* of Women corpus and Men corpus are given below.

Examples:

"Instantly, the skin is intensely hydrated, more supple and prepared for your day cream." (Women's Text No.9)

"Instant effect: Blurs wrinkles, fine lines, pores and imperfections." (Women's text 13)

"NIVEA Cellular Anti-age Eye Cream visibly reduces fine lines and wrinkles and improves skin's firmness and renewal." (Women's Text No.37)

"Instantly, skin looks healthier, feels recharged with moisture!" (Men's Text No.10)

"L'Oréal Men Expert Vita Lift Double Action Lifting Eye Moisturiser hydrates the skin for up to 24 hrs and helps reduce the appearance of wrinkles and eye bags."(Men's text 13)

"The 1st moisturiser for men with a light, non-sticky formula that delivers visible fairness while controlling sweat and oiliness at the skin's surface" (Men's Text No.50)

Move 6: Claiming clinical testing

The results of advertising strategies analysis for *Move 6: Claiming clinical testing* demonstrated that *Dermatologist endorsement & claiming scientific evidence* was adopted 100% of Move 6 in both corpora. This strategy appeared in 100% of Women corpus (18 out of 18 instances) and 100% of Men corpus (20 out of 20 instances). The aim of *Move 6: Claiming clinical testing* is to build trust and confidence in using the products through the claim of clinical testing. As a consequence, *Dermatologist endorsement & claiming scientific evidence* was employed to present information relating to the proven results with scientific evidence, tests done by dermatologists, and approval from experts. Examples of *Dermatologist endorsement & claiming scientific evidence* in *Move 6: Claiming clinical testing* of Women corpus and Men corpus are presented below.

Examples:

"Tested under ophthalmological control, the refreshing formula is suitable for sensitive eyes and contact lens wearers." (Women's text 18)

"Olay Moisturising Cream for Sensitive Skin is dermatologically tested, hypo-allergenic, colour and fragrance free, non-greasy and fast absorbing." (Women's Text No.29)

"Skin compatibility dermatologically approved." (Women's Text No.40)

"Clinically tested, fragrance-neutral formula" (Men's Text No.19)

"This exfoliating face scrub has been clinically tested to thoroughly clean and care for skin, helping to leave you with skin that feels smooth." (Men's text 20)

"Dermatologist tested to be mild and gentle on skin" (Men's Text No.21)

Move 7: Urging action

The results of advertising strategies analysis for *Move 7: Urging action* indicated that *Manufacturing consent through implication* was the most frequent advertising strategy in both corpora. *Manufacturing consent through implication* appeared in 27% of Women corpus (3 out of 11 instances) and 32% of Men corpus (6 out of 19 instances). Since the goal of *Move 7: Urging action* is to encourage consumers to take certain actions, *Manufacturing consent through implication* was employed to ensure the efficiency, benefits, and results of the advertised products in order to gain consumer acceptance in the advertised products, resulting in the purchase of the products. Examples of *Manufacturing consent through*

implication in *Move 7: Urging action* in Women corpus and Men corpus are given below.

Examples**:**

"AWAKEN GLOW of dull skin for fresher, more radiant looking skin." (Women's Text No.9)

"So lose the shine and get satiny active moisturizers keeping your skin soft and smooth for up to 24-hours." (Women's Text No.26)

"Dive into a deep clean that minimises shine—even after you leave the sink!" (Women's text 32)

"Discover Hydra Power face wash, which intensely cleanses your skin leaving it refreshed and comfortable." (Men's Text No.15)

"Get a purifying shower that leaves your skin feeling healthy with Dove Men+Care Deep Clean Body and Face Wash." (Men's Text No.23)

"Get skin that feels healthy and refreshed each morning: reach for Dove Men+Care Oil Control Body and Face Wash." (Men's Text 24)

4.3.2 Summary of the most frequent advertising strategies for the

moves in Women corpus and Men corpus

Table 4.20 Summary of the most frequent strategies for the moves in Women corpus and Men corpus

Move	Women corpus	Men corpus
Move 1	*Manufacturing consent through implication* Example: Rehydrates, anti-sagging, fades age spots.(Text No.1)	*Manufacturing consent through implication* Example: Targets 5 imperfections: spots, blackheads, oily skin, roughness, marks. (Text No.12)
Move 2	*Highlighting exclusiveness* Example: L'Oréal Paris Age Perfect Refreshing Toner for mature skin. (Text No.20)	*Highlighting exclusiveness* Example: Specially formulated for men who want clean, hydrated, and refreshed skin. (Text No.39)
Move 3	*Invoking inadequacies* Example: Every day, the skin is subjected to external aggressors, which contribute to signs of skin ageing. (Text No.12)	*Highlighting the necessity of skincare practice* Example: Cleansing is the single most important part of a face care routine to wash away dirt and oil, and keep skin looking healthy and clean. (Text No.17)
Move 4	*Positive self-representation* Example: As skincare experts, we know that dry skin needs extra care, ... (Text No.41) *Highlighting exclusiveness* Example: As skincare experts, we know that dry skin needs extra care, ... (Text No.41)	-

Dermatologist endorsement&
Claiming scientific evidence
Example:
NIVEA Vital products unite 100 years of
NIVEA skin research with precious
ingredients. (Text No.35)

Move 5	*Manufacturing consent through implication*	*Manufacturing consent through implication*
	Example:	Example:
	NIVEA Cellular Anti-age Day Cream reduces fine lines and wrinkles and improves skin's firmness and renewal. (Text No.34)	Face wash helps control oil, dry pimples, as well as uproots blackheads, tighten pores, reduces redness and lightens marks. (Text No.49)
Move 6	*Dermatologist endorsement& Claiming scientific evidence*	*Dermatologist endorsement& Claiming scientific evidence*
	Example:	Example:
	Tested under ophthalmological control, the refreshing formula is suitable for sensitive eyes and contact lens wearers. (Text No.18)	Dermatologist recommended and gentle on skin, this men's cleansing wash is mild enough to use on your face and suitable for daily use. (Text No.28)
Move 7	*Manufacturing consent through implication*	*Manufacturing consent through implication*
	Example:	Example:
	Dive into a deep clean that minimises shine—even after you leave the sink! (Text No.32)	Get a purifying shower that leaves your skin feeling healthy with Dove Men+Care Deep Clean Body and Face Wash. (Text No.23)

CHAPTER 5

DISCUSSION

In this chapter, the results of moves, linguistic features, and advertising strategies are discussed by comparing them with previous studies. The findings in terms of similarities and differences between women's and men's online advertisements for skincare products are also discussed.

5.1 Moves analysis

The results of moves in this study partly correspond to previous findings (Bhatia, 2004; Kathpalia, 1992; Teo, 2008), which indicated the presence of nine moves in printed advertisements. The present findings reveal the presence of seven moves in women's advertisements and six moves in men's advertisements. The possible reason why online advertisements for skincare products consist of less moves is that it is not a hard sell product type, so three moves were absent, including *Offering incentives, Using pressure tactics*, and *Soliciting responses*. Based on the cut-off point of move status suggested by Kanoksilapatham (2007), the results indicate that *Move 1 Headlines* and *Move 5 Detailing the products* are obligatory moves in both corpora. These results indicate that the writers of online advertisements for women's and men's skincare products tend to focus on making readers interested in the advertisements and providing detailed product information. Therefore, this finding highlights a unique characteristic of online advertisements for skincare products in that they are designed to motivate consumers by providing interesting product information.

The results of *Move 1 Headlines* are consistent with Teo's (2008) study of women's printed advertisements for skincare products, which indicated that *Headlines* is an obligatory move. However, the results of the two corpora in this study display a difference from Teo's findings regarding the types of moves that were adopted as

Headlines. Unlike the previous findings that suggested three moves including *Appraising Products, Justifying Products* and *Urging Action* were adopted as *Headlines*, the results of the two corpora in this study indicate the use of four moves as *Headlines*, including *Targeting the market, Detailing the products, Claiming clinical testing*, and *Urging action*. Thus, the present finding demonstrates that the writers of online advertisements for skincare products attempt to capture consumers' attention by stating facts about the target consumers, giving product information, highlighting the proven results, and encouraging certain actions.

In *Move 2 Targeting the market*, the results of the two corpora in the present study display a slightly lower correlation than that found in the previous study by Teo (2008). In this study, Move 2 occurred with a low frequency of 40 % for Women corpus and 48% for Men corpus. In contrast, the previous finding (Teo, 2008) indicated a higher percentage for *Move 2 Targeting the market* at 60% of advertisements. This finding may be due to Move 2 in the two corpora mainly being utilized as *Headlines* in Move 1 to attract potential consumers at the beginning of advertisements, which helps consumers to spend shorter time identifying the right products.

The results of *Move 3 Justifying the products* in the two corpora display that the frequency of Move 3 is not as high as that found in the previous study by Teo (2008). Based on the results of the two corpora, *Move 3 Justifying the products* appeared in 16% of Women corpus and 22% of Men corpus. However, Teo's (2008) study identified *Justifying the products* in 93% of advertisements. The finding of the present study indicates that *Justifying the products* may not be necessary in online advertisements for skincare products. This could be due to the reason that consumers have already made the decision to use skincare products, so they access the website to search for information about products. Furthermore, the present findings confirm previous studies (Bhatia, 2004; Kathpalia, 1992; Teo, 2008), which indicated that *Move 3 Justifying the products* can be achieved by stating the consumer's problems and needs and pointing out that the advertised product can solve those problems or fulfill those needs. In addition, this study also found that the writers typically pointed out

that skin problems are caused by aging, environment, and lifestyle, so consumers should use this product to solve their problems.

In contrast to the previous study by Teo (2008), which indicated that *Move 4 Establishing credentials* occurred in 100% of advertisements, the present finding reveals that *Move 4 Establishing credentials* appeared only in Women corpus with a low frequency of occurrence (4% of advertisements). The possible reason is that establishing credentials may not be the main purpose of online advertisements for skincare products since consumers who access the official websites for skincare products have already accepted the reliability of the brands. Therefore, they access the websites to search for product information before making purchase decisions. Promoting a brands' reputation may not be a goal of writing online advertisements for skincare products. In addition, the results suggest a difference between the two corpora as *Move 4 Establishing credentials* appeared only in Women corpus and was absent in Men corpus.

The findings of *Move 5 Detailing the products,* which are obligatory moves in both corpora, support Teo's (2008) study identifying *Appraising products* in 100% of advertisements. Since several steps of *Move 5 Detailing the products* were newly identified in this study, these findings suggest that online advertisements are aimed at providing detailed product information. Furthermore, the results of the two corpora reveal a high frequency of occurrence for three steps including *Step 2 Highlighting a key ingredients or formula, Step 5 Describing how the products work,* and *Step 6 Indicating the results of using products*. The present findings confirm the study of Kathpalia (1992), which indicated three types of product appraisal including providing product identification, product detailing, and product evaluation. The reason could be because choosing skincare products is based on products detail, including the benefits, key ingredients, and results of using the products. As this move appeared 100% of the time, it can be concluded that providing product information is a central goal and an influential factor in writing online advertisements for skincare products. In addition, the results highlighted a difference between the two corpora in the application of *Step 8 Indicating how to use products*, which is an obligatory step for Women corpus but an

optional step for Men corpus. This suggests that writers are more likely to provide clear details for how to use products to female consumers. Moreover, the results of *Move 5 Detailing the products* indicated the high frequencies and percentages *of Step 7 Highlighting the ease of using the products* in Men corpus more than in Women corpus. The possible reason is that male consumers were assumed as the infrequent users of skincare products. Therefore, the writers were more likely to state how the products can be used easily so that it can persuade male consumers for the purchase.

The results of *Move 6 Claiming clinical testing*, which were newly identified in this study, reveal that this move occurred in 32% of Women corpus and 30% of Men corpus. The reason that the frequency of this move appeared low is due to the fact that *Claiming clinical testing* was often utilized as *Headlines* in Move 1. Therefore, this finding may suggest that writers preferred to provide proven results in the beginning of advertisements to make the advertisements more persuasive and outstanding. *Claiming clinical testing* was labeled as a new move because this move contains a particular communicative purpose for presenting the information of clinical testing. Thus, this move should be labeled specifically. The present findings demonstrate that providing proven results is one of the goals in online advertisements for skincare products.

The current findings for *Move 7 Urging action* indicate that the frequency of *Move 7 Urging action* in both corpora was lower than that found in previous findings by Teo (2008). This study found that *Move 7 Urging action* was an optional move as it occurred in 14% of Women corpus and 24% of Men corpus. However, Teo's (2008) study indicated that *Move 7 Urging action* appeared in 90% of advertisements. The reason for the low frequency of this move in the present study is because *Move 7 Urging action* is frequently utilized as Headlines in Move 1. Therefore, the present finding suggests that the writers preferred to encourage consumers in the first part of advertisements in order to get consumers involved in communication.

5.1.1 The embedding of moves

The present findings of embedded moves in the two corpora correspond to the previous findings by Teo (2008), which indicated the embedding of *Targeting the market* with other moves including *Appraising the products, Justifying the products* and *Urging action*. The results of Women corpus in this study reveal the embedding of *Move 7 Urging action* and *Move 5 Detailing the products*. Moreover, the results of Men corpus show the embedding of *Move 2 Targeting the market* and *Move 5 Detailing the products*. The phenomenon of embedding moves is possibly due to the reason that writers typically attempt to save advertisement space and achieve various communicative functions in one sentence. Moreover, the result also indicates that Men corpus employed more embedding moves than Women corpus. This might have something to do with the length of advertisements; men's advertisements contain longer sentences than women's advertisements. In addition, the variation of patterns for embedding moves between the two corpora may suggest that writers select different communicative purposes in an effort to gain acceptance from female and male consumers.

5.1.2 Embedding of steps

The analysis indicates that the two corpora contain embedded steps within Move 5 Detailing the products. This could be explained by the fact that writers attempt to enhance the details of products in order to make the products more interesting, therefore worth buying. The results also reveal that men's advertisements frequently contain more embedded steps than women's advertisements. The possible reason is that the writers attempt to gain acceptance from male consumers by connecting different and various information about the products.

The data in the two corpora also shows that *Step 5 Describing how the product works* and *Step 6 Indicating the result of the product* were frequently embedded within each other. This may be because the details about how products

work and the results of products relate to each other logically. Moreover, the data in Men corpus shows the embedding of *Step 2 Indicating the key ingredient or special formula* and *Step 7 Highlighting the ease of using the product*. The possible reason is that highlighting new technology in the products and the ease of maintaining skincare routines seem to make the products worth buying for male consumers. Third, analysis of Men corpus shows the embedding of *Step 6 Indicating the result of the product* and *Step 8 Describing how to use the product*. Since men are assumed to be infrequent users of skincare products, the writers need to emphasize how to use the products correctly in order to gain beneficial results.

5.1.3 Move sequences in women corpus and men corpus

The findings of move sequences in Women corpus demonstrated the preference patterns of M1-M5 (*Headlines-Detailing the products*), M1-M5-M3-M5 (*Headlines-Detailing the products-Justifying the products-Detailing the products*), and the embedded steps within Move 5 (*Detailing the products*). These patterns of move sequences showed that the writers of women's online skincare product advertisements preferred to emphasize on capturing female consumers to the advertisements before providing the product information and giving the reason for using the skincare products. In addition, the pattern of embedded steps within Move 5 (*Detailing the products*) could be from the reason that writers intended to emphasize the information such as the special formulas or the new ingredients to make the advertised products more outstanding than others competitors in order to motivate female consumers to purchase the products.

Moreover, the results of move sequences in Men corpus indicated that the sequence of M1-M5 (*Headlines-Detailing the products*) play the significant role in men's online skincare product advertisements as this pattern appeared in 18 texts out of 50 texts. This pattern demonstrated that writers intended to help male consumers spend short time in reading the advertisements, so the writers only used the sequence of two moves. It seems male consumers accessed the brand

website to get more information and gain better understanding of the products. Thus, acknowledging the information of advertised products could be sufficient.

5.2 Linguistic features analysis

This analysis focused on the prominent linguistic features that were used in each move of two corpora. The present findings support previous findings (Bhatia, 2004; Myer, 1994; Teo, 2008), which indicated that five types of syntactic features and four types of lexical features were frequently found in advertisements. In addition, this study also identified six linguistic features including *Participle phrase, Prepositional phrase, Relative clause, Adverb, Conjunction,* and *Infinitive (to)*. This finding suggests that writers of online advertisements for skincare products use various syntactic and lexical features to achieve a communicative purpose. The results of prominent choices of syntactic and lexical features in each move of online advertisements for women's and men's skincare products are discussed as follows:

In *Move 1 Headlines*, the result of syntactic features in Women corpus reveals that *Incomplete sentences* were frequently employed. The frequent use of *Incomplete sentences* indicates the writers' intention to save space in advertisements. The current findings agree with the previous findings (Bhatia, 2004; Myer, 1994) of the function of ellipsis (Incomplete sentence); it is to save space. Another possible reason is that female consumers are assumed to be frequent users of skincare products, so providing product information with clear details may not be necessary. In contrast, the results of syntactic features in Men corpus show that statements were prominent choices in *Move 1 Headlines*. The current findings disagree with the study of Mulac, Bradac, and Gibbons (2001), which indicated that *Brief sentences* or *Incomplete sentences* were used frequently in men's advertisements. This could be because the writers of online advertisements for skincare products attempt to create communication that is as simple as possible, which helps male consumers understand product information easily and more effectively gains male consumers' attention toward the products. Regarding lexical features, the results of Women corpus reveal

that *Binomial & multinomial expression* occurred mostly in *Move 1 Headlines*. The frequent occurrence of *Binomial expressions* in advertisements was also found in previous studies (Bhatia, 2003; Teo, 2008), which suggested that *Binomial & multinomial expressions* were used to state necessary information precisely. In contrast, the results of lexical features in Men corpus show that *Nominal expressions* were mainly used in *Move 1 Headlines*. The current findings also agree with the previous findings (Bhatia, 2004; Teo, 2008), which indicated that *Complex nominal phrases* are used to provide attractive characteristics of products, while *Compound nominal phrases* are used to create attractive names for key ingredients and new technology for products. *Nominalization* is used to give compact descriptions.

In *Move 2 Targeting the Market*, the results of syntactic features in the two corpora reveal that *Incomplete sentences* were mainly employed. This finding supports Teo's (2008) study, which revealed that *Ellipsis (Incomplete sentence)* was adopted frequently in *Targeting the market*. The finding also agrees with Delin's (2000) study, which suggested that *Incomplete sentences* are used to imitate conversational tones. The results of lexical features show that both corpora employed *Adjectives* at a high frequency. On this point, the findings of this study disagree with Teo's (2008) results, which revealed that the *Pronouns 'you' and 'your'* were the most frequently used lexical choices in *Targeting the market*. The reason for this is possibly due to the fact that the aim of Move 2 is to indicate the skin types, skin problems, and skin conditions that the advertised products are intended to serve. Thus, the writers of online advertisements prefer to use adjectives that provide the descriptive characteristics for the skin types that the target consumers have and the advertised products are designed for (e.g. mature skin) rather than addressing consumers directly.

In *Move 3 Justifying the Products*, the results of syntactic features show that both corpora frequently employed *Statements*. This finding indicated that writers preferred the syntactic feature that functions to convey information with clear content for the purpose of providing the reasons for buying products. However, the results of lexical features highlighted the difference between the two corpora. Based on the data from Women corpus, *Adjectives* were mainly employed in *Move 3 Justifying the*

products. In accordance with Teo's (2008) study, *Adjectives* were frequently used in *Justifying the product* in order to describe the characteristics of skin problems and undesirable skin conditions. In contrast, the results of Men corpus reveal that *Conjunctions* were prominent choices in *Move 3 Justifying the products*. This finding indicates that the writers of men's advertisements preferred the lexical feature that functions to enhance reasons for purchasing products to male consumers. The findings on the types of conjunctions in this study do not correspond to the study by Kaur, Arumugam, and Yunus (2013) concerning printed advertisements for beauty products, which indicated that *Conditional structures* (cause and effect) were mainly employed to create motivation for buying the products. In this study, *Additive type* (e.g. and, also) and *Purposive type* (for, in order to) were mainly employed in online advertisements for men's skincare products. This could be explained by the purpose of online advertisements for men's skincare products, which is to provide information. Thus, the additive and purposive types of conjunctions were utilized to enhance information and describe the purpose of products.

The result of *Move 4 Establish Credentials,* which occurred only in Women corpus, reveals that *Statements* were the most frequently used syntactic feature. The possible reason is that writers preferred the syntactic feature that functions to create simple communication, which helps consumers to understand information more easily in order to achieve the communicative purpose of *Move 4 Establish Credentials,* which is to emphasize the company's status, expertise, and experience. In addition, the results of lexical features show that *Adjectives* were mainly used in *Move 4 Establish Credentials*. The finding on the function of *Adjectives* agrees with the study of Kaur, Arumugam, and Yunus (2013), which suggested that *Adjectives* are used to highlight certain qualities and the values of ideal skin, as well as to stimulate fantasy, dreams and desires. The data in the present study also indicate that the function of *Adjectives* is to give descriptive characteristics of the products and describe the skin conditions that the brands have the expertise and experience in providing skincare products.

In *Move 5 Detailing the products,* the result of syntactic features in Women corpus indicates that *Statements* were frequently employed. This finding disagrees

with Teo's (2008) study, which suggested that *Ellipsis (Incomplete sentence)* were employed for appraising products in women's printed advertisements for skincare products. This may be because the writers of online advertisements prefer the syntactic features that function to provide product information with clear details, making *Statements* more suitable. In contrast, the result of syntactic features in Men corpus shows that *Incomplete sentences* were mainly used in *Move 5 Detailing the products*. The possible reasons for this are that writers try to give brief information about products to communicate with men and aim to help consumers spend less time reading product information, making *Incomplete sentences* more effective choices. In addition, Labrador, Ramon, and Sanjurjo-Gonzalez (2014) suggested that the function of *Incomplete sentences* or *Reduction* (lack of auxiliaries in questions and subject omission) in online advertisements is to imitate informal conversational tones in order to convince intended consumers. Regarding the lexical features, the result of Women corpus reveals that *Adjectives* were adopted mainly in *Move 5 Detailing the products*. This finding agrees with the study of Kaur, Arumugam, and Yunus (2013), which indicated that *Positive adjectives* were used to state product qualities. In addition, the finding also supports Teo's (2008) study, which suggested that *Comparative adjectives* were used to promote the desirable quality of skin and products as well as skin conditions before and after using the advertised product. *Superlative adjectives* are used to exaggerate a problem or positive result. In addition, the result of the men's corpus shows that *Nominal expressions* were employed frequently in this move. This finding confirms Teo's (2008) study, which indicated that *Nominal expressions* were mainly utilized for product detailing. In addition, the finding of *Nominal expressions* also supports the study of Labrador, Ramon, and Sanjurjo-Gonzalez (2014), which suggested that the function of *Multiple modification of a single noun phrase* or *Nominal expression* is to convey a positive evaluation in advertisements.

In *Move 6 Claiming Clinical Testing*, the results of syntactic features indicated that both corpora were mainly achieved using *Incomplete sentences*. The reason for this may be due to the function of *Incomplete sentences,* which is to make the details of clinical testing and experts' approval more salient in order to help

consumers see information easily. Regarding the lexical choices, the results of both corpora show that *Adverbs* are frequently employed in this move. In contrast to a previous finding by Kilyeni's (2012) study on printed advertisements for beauty products, which indicated that *Adverbs* were mainly used to highlight the immediacy of body transformation, the current study found that *Adverbs* were mainly used in Move 6 to emphasize the proven results achieved by experts. This could be explained by the purpose of online advertisements for skincare products, which is to provide the proven results for advertised products in order to establish trustworthiness and make the product appear more worth buying compared to competitors. As such, *Adverbs* are adopted to evaluate the qualities of products and express the manner of testing carried out by dermatologists.

The results of syntactic features in *Move 7 Urging Action* reveal that *Commands* were employed throughout both corpora. The findings also agree with previous findings (Fuertes-Olivera, Velasco-Sacristán, Arribas-Baño & Samaniego-Fernández, 2001; Labrador, Ramon & Sanjurjo-Gonzalez, 2014; Myers, 1994; Toolan, 1988), which suggested that the function of *Command* is to offer a direct conversation style and establish an interactive relationship between the advertisers and audience. The results of lexical choices in *Move 7 Urging Action* highlighted the difference between both corpora. In Women corpus, the *Pronouns 'you' and 'your'* were frequently identified in this move. As suggested by Kaur, Arumugam and Yunus (2013), and Labrador, Ramon, and Sanjurjo-Gonzalez (2014), and Myer (1994), the function of the *Pronouns 'you' and 'your'* is to create a conversational tone and address consumers directly. The present finding also found that the *Pronouns 'you' and 'your'* were employed to create a conversational tone, address consumers directly, and involve consumers in communication. In contrast, the result of Men corpus shows that *Nominal expressions* were frequently found in *Move 7 Urging Action*. The possible reason that *Nominal expression* appears frequently in this move is that the writers try to provide attractive and compact descriptions of products in order to encourage certain actions among consumers, including purchasing products.

In addition, the analysis of syntactic features showed the low occurrences of *Exclamations* which can be found in 2 men's advertisements (1%). The finding demonstrated that online skincare product advertisements are not the type of advertisements that intend to show the writer's feelings of surprise and invokes consumers' emotions. The finding are not correspond to the previous finding by Myer (1994) which found that exclamation were frequently found in advertisements.

Furthermore, the analysis of lexical features revealed the ranking of *Adjectives* in online skincare product advertisements of the two corpora. Based on the results of Women corpus, the three most frequent adjectives are 'best', 'natural', and 'mature'. In Men corpus, the results showed that the three most frequent adjectives are 'dry', 'sensitive', and 'best'. The findings of adjectives, 'best' were consistent with the previous findings by Leech (1966). However, the other adjectives that were frequently identified in the two corpora of this study were not found in the list of twenty adjective by Leech (See the list in Chapter 2). It could be from the reason that writers of skincare products advertisements needed to state the skin types that the products are designed for, so the adjectives that give the descriptions of skin types (dry, sensitive, and mature) were the prominent choices in the skincare product advertisements. Also, the adjective 'natural', which frequently appeared in Women corpus, indicated the writers' preferences for highlighting that the ingredients were from the natural sources in order to make the products exceptional.

5.3 Advertising strategies analysis

This analysis focuses on identifying the particular advertising strategies that are frequently used in each move of online advertisements for women's and men's skincare products. Based on the adapted framework drawn from the pilot study and previous findings (Cheong and Kaur, 2015; Kaur, Arumugam and Yunus, 2013), the results indicate that six advertising strategies were frequently employed in particular moves of online advertisements for women's and men's skincare products, including *Manufacturing consent through implication, Highlighting exclusiveness, Invoking*

inadequacies, Highlighting the necessity of skincare practice, Positive self-representation, and *Dermatologist endorsement & claiming scientific evidence*. The present findings demonstrated that the two corpora frequently employed the same advertising strategies. However, differences were identified in *Move 3 Justifying the products. Invoking inadequacies* was mainly employed in Women corpus, whereas *Highlighting the necessity of skincare practice* was adopted frequently in Men corpus. The results of certain advertising strategies frequently identified in each move are discussed as follows:

In Move 1 Headlines, the results showed that *Manufacturing consent through implication* was the most frequent advertising strategy in the two corpora. This finding supports the study by Kaur, Arumugam and Yunus (2013) concerning printed advertisements for women's beauty products, which indicated that making promises in terms of product benefits to consumers is one of the strategies that advertisement writers often use to convince consumers to buy products. The reason that men's advertisements also employed this strategy could be explained by the purpose of Move 1 Headlines, which is to capture consumers' attention. Therefore, promising and ensuring the efficiency of products seems to be an effective way to grab consumers' attention and build confidence in the products.

The results of *Move 2 Targeting the market* reveal that *Highlighting exclusiveness* was frequently adopted in the two corpora. This finding could be due to the purpose of *Move 2 Targeting the market,* which is to help potential consumers identify the right products easily. Thus, the writers need to make consumers feel that the advertised products are specifically designed for them by highlighting how the advertised products can fulfill their particular needs, solve certain problems, and treat specific skin types.

In *Move 3 Justifying the products*, the results mark the difference between the two corpora. The study found that *Invoking inadequacies* was employed frequently in Women corpus, whereas *Highlighting the necessity of skincare practice* was adopted frequently in Men corpus. The finding of Women corpus supports the

study of Kaur, Arumugam and Yunus (2013) on printed advertisements for women's beauty products, which suggested that writers often point out skin problems or undesirable skin conditions in advertisements. This could be because pointing out skin problems and uncertain skin conditions seems to be an effective approach to stimulating the consumption of skincare products. In addition, the result of Men corpus confirmed the study of Cheong and Kaur (2015), which suggested that providing logical reasons to groom was an effective way to help make men accept grooming products. Therefore, the findings of the present study demonstrate that female and male consumers have different motivations for buying skincare products.

The result of *Move 4 Establishing credentials*, which occurred only in Women corpus, reveals that *Positive self-representation, Highlighting exclusiveness*, and *Dermatologist endorsement & Claiming scientific evidence* were employed in this move. The findings of the present study could be due to the aim of Move 4, which is to highlight the company's status, expertise, and experience. Thus, these strategies have the function of promoting the positive image of brands and making the intended consumers feel privileged. Ensuring the safety of products seems to be an effective method to build the credibility of brands and the trustworthiness of products.

The study found that *Move 5 Detailing the products* of two corpora was frequently achieved by the use of *Manufacturing consent through implication*. The present findings support the study of Kaur, Arumugam and Yunus (2013), which indicated that *Manufacturing consent through implication* is the strategy employed in printed advertisements for women's products. In addition, the reason that men's advertisements were also employed this strategy could be explained by the purpose of *Move 5 Detailing the products,* which is to provide product information. As such, writers need to make consumers feel confident when acknowledging the product information so that the products seem to be worth buying when product information is conveyed.

In *Move 6 Claiming clinical testing*, the results of the two corpora display that *Dermatologist endorsement & claiming scientific evidence* was frequently

employed. The results of the women's corpus do not correspond to the study of Kaur, Arumugam and Yunus (2013), which indicated that printed advertisements for women's beauty products often used celebrity endorsements. The possible reason for this is that the advertisers of skincare products attempt to build trust among consumer and confidence in using the products through claims of proven results with scientific evidence rather than celebrity endorsements. Furthermore, the findings of the men's corpus also support Harrison's (2008) study on men's advertisements, which indicated that advertising discourse attempts to validate products by using scientific terms, such as associating the discourse of beauty with technology. Cheong and Kaur (2015) also suggested that scientific and technological terms enable men to more easily accept using grooming products. Therefore, the findings of the present study demonstrate that stating the proven results through claims of dermatologists' endorsements plays a key role in writing online advertisements for women's and men's skincare products.

The results of *Move 7 Urging action* in both corpora reveal that *Manufacturing consent through implication* was mainly used in this move. The results of the women's corpus correspond to the study of Kaur, Arumugam and Yunus (2013), which indicated that writers of printed advertisements for women's beauty products often use *Manufacturing consent through implication*. In addition, the reason that men's online advertisements for skincare products also employed this strategy could be due to the aim of *Move 7 Urging action*, which is to encourage consumers to take certain action. Thus, the writers need to promise efficiency and ensure results from the use of products in order to urge consumers to take certain action and influence consumers' purchase decisions.

CHAPTER 6

CONCLUSION

This chapter presents the summary of the findings, pedagogical implications, limitations of the study, and suggestions for future research. The summary of the findings is discussed according to the three research questions, which aimed to examine the moves, linguistic features, and advertising strategies in women's and men's online skincare product advertisements.

6.1 Summary of the findings

This study investigated the moves, linguistic features, and strategies in women's and men's online skincare product advertisements. The data comprised 100 online skincare product advertisements of 50 women's advertisements and 50 men's advertisements, which were taken from the official websites of five brands consisting of Dove, Garnier, Loreal, Nivea, and Olay from May to July 2016. The data were coded for the moves, linguistic features, and strategies based on the three adapted frameworks (presented in Chapter 3).

6.1.1. Moves analysis

The first research question examined the moves of women's and men's online skincare products based on the adapted framework drawn from the pilot study and previous findings of Bhatia (2004). The results revealed seven moves in women's advertisements and six moves in men's advertisements. The findings of the two corpora exhibited the same six moves except *Move 4 Establishing credentials*, which was absent in the men's corpus. Based on the results of the move analysis, the moves and steps of online skincare product advertisements are presented in Table 6.1 below.

Table 6.1 Moves and steps of online skincare products advertisements

Moves and steps of online skincare products advertisements
Move 1 Headlines
Move 2 Targeting the market
Move 3 Justifying the products
Move 4 Establishing credentials*
Move 5 Detailing the products
Step1 Identifying the product
Step2 Indicating the key ingredients or special formula
Step3 Describing the texture
Step4 Describing the scent
Step5 Describing how the product works
Step6 Indicating the result of using the product
Step7 Highlighting the ease of using the product
Step8 Stating how to use the product
Step9 Promoting other product in the same range
Move 6 Claiming clinical testing
Move 7 Urging action.

The findings of the moves in this study partly conformed to previous findings (Bhatia, 2004; Kathpalia, 1992; Teo, 2008), which indicated the presence of nine moves in print advertisements; however, less moves were found in online skincare product advertisements of the two corpora. The absence of three moves (*Offering incentives, Using pressure tactics,* and *Soliciting response*) suggested that women's and men's online skincare product advertisements may not be a hard sell type of advertisement. In addition, the present findings suggested that this was the ultimate goal of online skincare advertisements since the results showed that *Move 1 Headlines* and *Move 5 detailing the products* were obligatory moves based on the cut-off point suggested by Kanoksilapatham (2007). Another important finding that marked the difference between the present study and previous studies (Bhatia, 2004; Kathpalia 1992; Teo, 2008) refers to the newly identified moves and steps. In this present study, *Move 6 Claiming clinical testing* and the nine steps of *Move 5 Detailing the products* were newly identified. These newly identified moves and steps suggested the difference of online skincare products advertisements to other types of advertisements regarding the communicative goals for providing the proven results and giving the product information with clear detail.

Moreover, the differences between the two corpora were identified in terms of move presence and move status. With regard to the difference in terms of the move presence, the results demonstrated that the two corpora consisted of the same moves and steps except that *Move 4 Establishing credentials* was identified only in the women's corpus whereas it was absent in the men's corpus. This may be derived from the corpus' size and establishing a credential may not be a goal of the online skincare product advertisements. Regarding the difference in terms of move status, the results highlighted that *Move 5 Step 8 Indicating how to use the products* was an obligatory step in the women's corpus whereas it was an optional step in the men's corpus. This finding suggested that writers were more likely to provide clear detail of how to use the products to female consumers.

6.1.2 Linguistic features analysis

The second research question sought the syntactic and lexical features that were used in each move of women's and men's online skincare products advertisements by using the adapted framework drawn from the pilot study and previous findings of Bhatia (2004), Cook (2001), and Myer (1994). The present findings confirmed the previous studies (Bhatia, 2004; Cook, 2001; Kaur, Arumugam and Yunus, 2013; Myer, 1994; Teo, 2008). However, an important finding that highlighted the difference between the present study and previous studies referred to six linguistic items that were identified in the two corpora of this study. These six linguistic items were a *Participle phrase, Prepositional phrase, Relative clause, Adverb, Conjunction,* and *Infinitive (to).* Furthermore, the results revealed that the two corpora employed the same syntactic and lexical features; however, the differences were identified regarding the high frequency of occurrence of certain syntactic and lexical features in a particular move.

With regard to the syntactic features, the results of the two corpora indicated that the writers mainly employed three types of sentences: *Statement, Command,* and *Incomplete sentence.* These findings indicated that the writers of online skincare advertisements tended to employ syntactic features that functioned to provide an explanation with clear content, encourage a certain action, and briefly highlight essential information. Additionally, the differences of the syntactic features between the women's corpus and men's corpus were found in *Move 1 (Headlines)* and *Move 5 (Detailing the products).* In *Move 1 (Headlines),* the results showed the frequent use of *Incomplete sentence*s in the women's corpus and *Statements* in the men's corpus. In *Move 5 (Detailing the products), Statements* were the prominent choices in the women's corpus while *Incomplete sentences* were the frequent syntactic features in the men's corpus. These findings suggested that the writers preferred to use different syntactic features for the purpose of capturing consumers' attention and providing information in women's and men's online skincare advertisements.

Regarding the lexical features, the results of the two datasets revealed that *Adjectives, Adverbs,* and *Nominals expressions* were mainly used. These findings demonstrated that the writers of women's and men's online skincare advertisements tended to focus on highlighting attractive and positive descriptions of the products. However, the differences of the frequent lexical choices between the two corpora were found in *Move 1 (Headlines), Move 3 (Justifying the products), Move 5 (Detailing the market),* and *Move 7 (Urging action)*. In the women's corpus, the study found the frequent use of *Binomial expressions* in *Move 1 (Headlines), Adjectives* in Move 3 *(Justifying the products)* and *Move 5 (Detailing the market),* and *Pronouns 'you' and 'your'* in *Move 7 (Urging action)*. In the men's corpus, the results showed the prominent choices of *Conjunctions* in *Move 3 (Justifying the products),* and *Nominal expressions* in *Move 1 (Headlines), Move 5 (Detailing the market),* and *Move 7 (Urging action)*. Therefore, the present findings indicated that writers preferred to use different lexical elements for the purpose of capturing consumers' attention, providing reasons for buying, and encouraging certain action. In women's advertisements, the writers tended to use the lexical devices that have the functions for describing the characteristics of the skin and products and communicating to consumers directly in order to involve consumers in the conversation. In men's advertisements, the writers were more likely to use the lexical devices that functioned to enhance the reasons and provide the compact and attractive descriptions of the products.

6.1.3 Advertising strategies analysis

The third research question identified the advertising strategies used in each move of women's and men's online skincare product advertisements. Based on the adapted framework drawn from the pilot study and previous findings (Cheong and Kaur, 2015; Kaur, Arumugam and Yunus, 2013), the results revealed that six advertising strategies including *Manufacturing consent through implication, Highlighting exclusiveness, Invoking inadequacies, Highlighting the necessity of skincare practice, Positive self-representation*, and *Dermatologist endorsement and claiming*

scientific evidence were frequently employed in the particular moves of women's and men's online skincare product advertisements. Another important finding that showed the difference between the present study and previous studies (Cheong and Kaur, 2015; Kaur, Arumugam and Yunus, 2013) referred to six newly identified advertising strategies, which were *Claiming problem-solving ability, Highlighting the necessity of skincare practice, Claiming problems of other products, Highlighting product innovation, Highlighting exclusiveness*, and *Raising curiosity*.

The results demonstrated that the women's corpus and men's corpus frequently employed the same advertising strategies; however, the difference was identified in *Move 3 Justifying the products* which *Invoking inadequacies* were mainly adopted in the women's corpus and *Highlighting the necessity of skincare practice* was used frequently in the men's corpus. The findings highlighted that the writers of women's and men's online skincare product advertisements tended to use different motivations for the purchase of skincare products to female and male consumers. In women's advertisements, the writers preferred to point out the skin problems or an undesirable skin condition for the purpose of stimulating consumers' consumption of the products. In contrast, the writers of men's advertisements were more likely to state the advantages of maintaining a skincare routine for the purpose of prompting consumers to buy the products. In general, the results indicated the similarities in the use of frequent advertising strategies between the two datasets. It was found that *Manufacturing consent through implication* was mainly employed in *Move 1 (Headlines), Move 5 (Detailing the products)*, and *Move 7 (Urging action)*. In addition, the study identified the frequent use of *Highlighting exclusiveness* in *Move 2 (Targeting the market)* and *Dermatologist endorsement and claiming scientific evidence* in *Move 6 (Claiming clinical testing)* in both corpora.

6.2 Pedagogical implications

The present findings of the moves, linguistic features, and advertising strategies in women's and men's online skincare product advertisements may have pedagogical implications to the teaching and learning of English for specific purposes

(ESP) for Thai students and novice writers. The differences between women's and men's advertisements regarding the moves, linguistic features, and advertising strategies could provide a better understanding in writing to target female and male consumers.

First, the findings of the moves could be used as a guideline to assist learners writing about online skincare product advertisements. As seen in Figure 6.1 below, the guideline presents seven moves in online skincare product advertisements. The guideline also indicates the obligatory and optional moves, so learners could focus on practicing writing these moves.

Figure 6.1 The moves in women's and men's online skincare product advertisements.
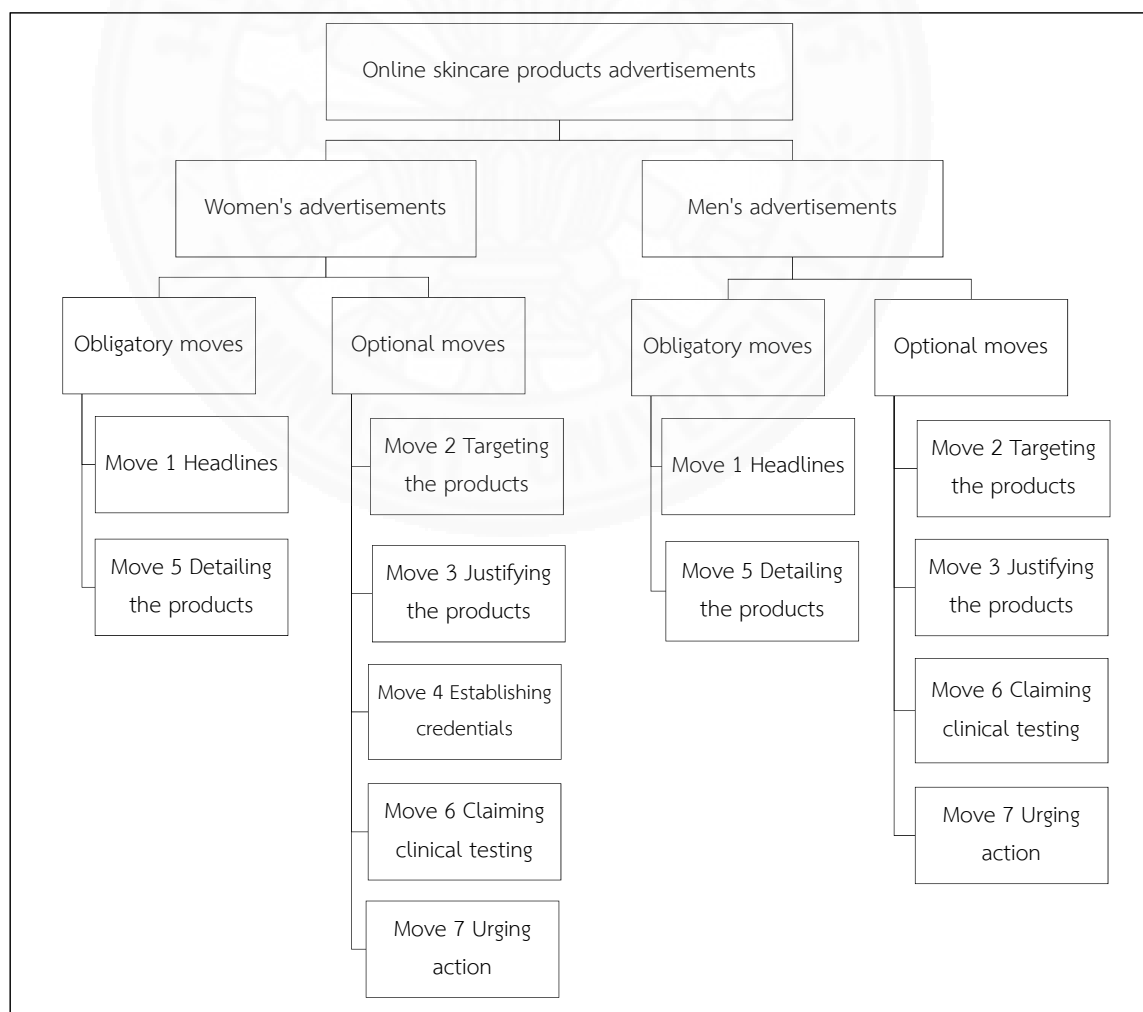
Based on the findings of the nine steps in Move 5 Detailing the products, the Figure 6.2 below shows four obligatory steps in women's advertisements and three obligatory steps in men's advertisements. Instructors could use this illustration as a guideline for teaching learners to provide information on skincare products with a focus on indicating the special formulas or ingredients, explaining how the products work, describing the results of using the products, and acknowledging consumers of how to use the products.

Figure 6.2 The nine steps in Move 5 Detailing the products of women's and men's online skincare product advertisements
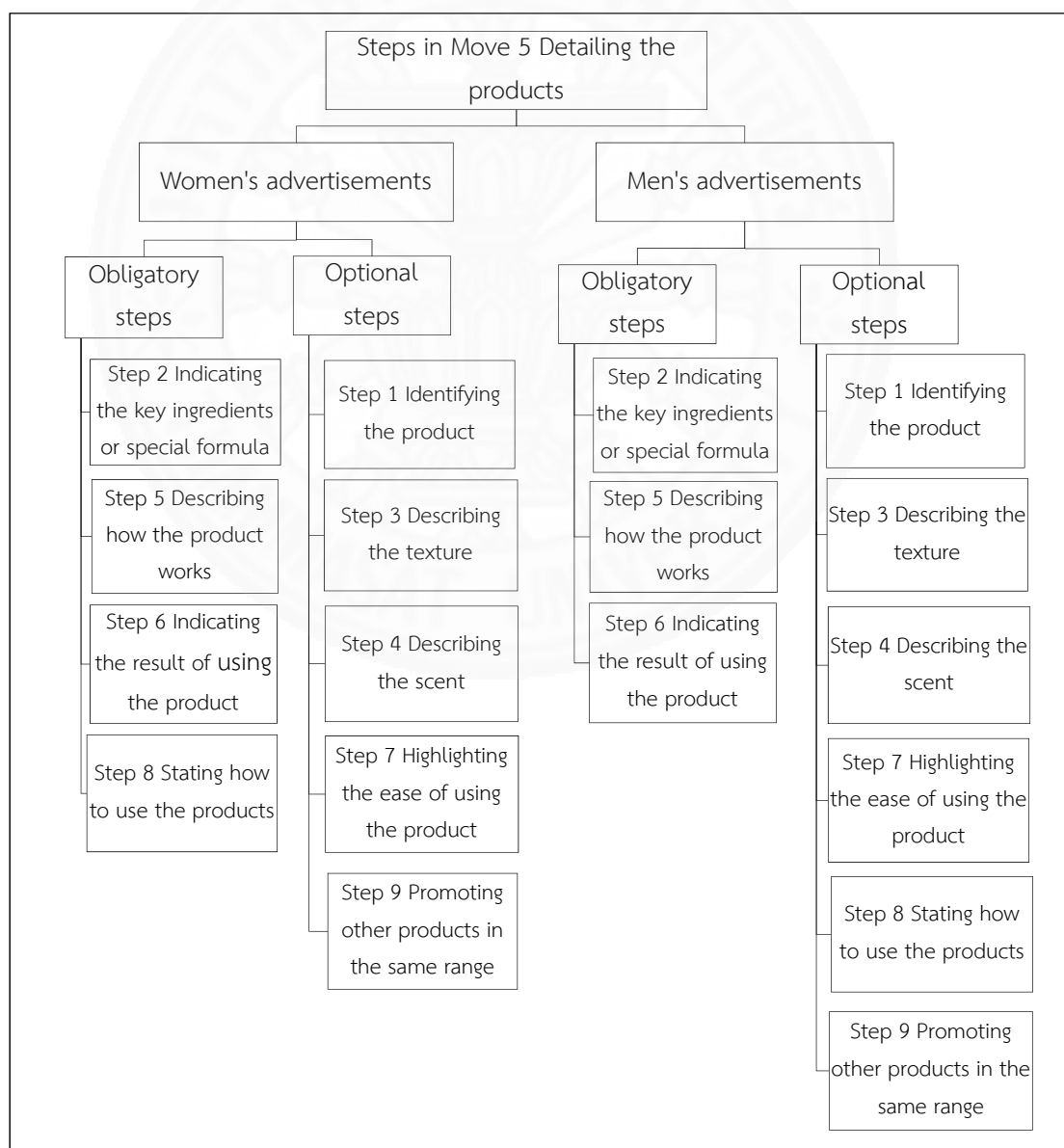
Second, the findings on the linguistic features analysis provide a list of the frequent syntactic and lexical elements used in each move of online skincare product advertisements. As seen in Figures 6.3 and 6.4 below, the guideline illustrates the difference in the use of the syntactic features of *Move 1 (Headlines)* and Move 5 (Detailing the products) in women's and men's advertisements. Thus, instructors could make learners aware that *Incomplete sentences* were the prominent choices in women's advertisements and *Statements* were the frequent syntactic features in men's advertisements.

In addition, instructors could teach the difference between women's and men's advertisements in the use of lexical features. They may suggest to learners that *Adjectives* were the prominent choices in women's advertisements and *Nominal expressions* were the frequent lexical devices in men's advertisements. In the first stage, the instructors could present the forms and functions of *Nominal expressions*. They could acknowledge the three forms of Nominal expressions: *Complex nominal expressions*, *Compound nominal expressions*, and *Nominalizations*. *A complex nominal phrase* is a noun head modified by several adjectives. *A compound nominal phrase* is a series of nouns arranged linearly occasionally with the integration of adjectives. *A nominalization* is a formed noun, and it is a process of turning a verb or an adjective into a noun. Moreover, instructors could explain that the functions of *Complex nominal phrases* are for naming products, giving descriptions of products, and stating the results of using the advertised products. The functions of C*ompound nominal phrases* are to give attractive and compact descriptions of key ingredients, special formula, and words relating to science and technology. The functions of *Nominalization* are for describing the characteristic of the products, the skin's condition, and the results of using the advertised products. In the next stage, learners may practice writing *Nominal expressions* in *Move 1 Headlines, Move 5 Detailing the products*, and *Move 7 Urging action*.

Figure 6.3 The syntactic and lexical features in women's online skincare product advertisements.
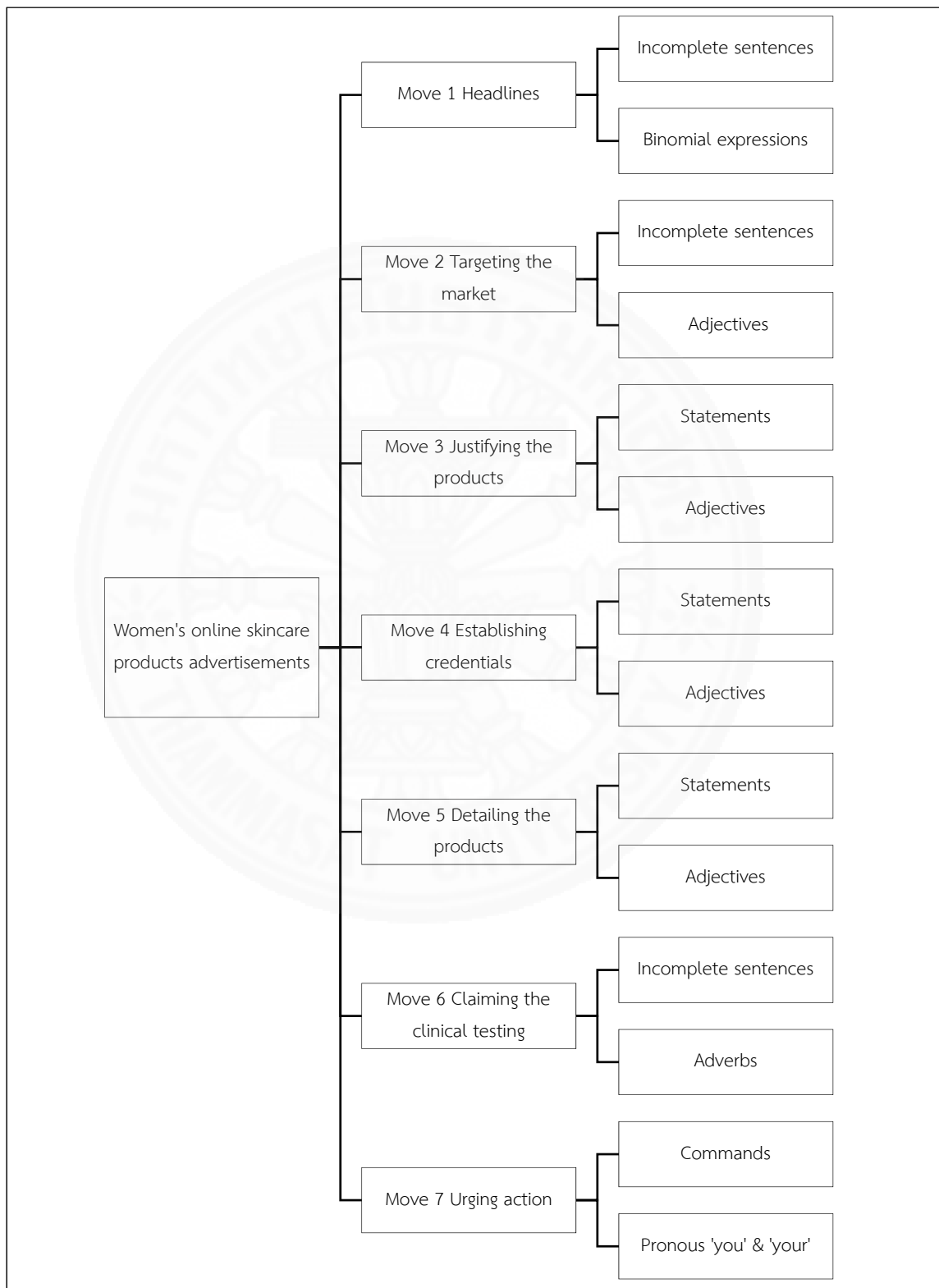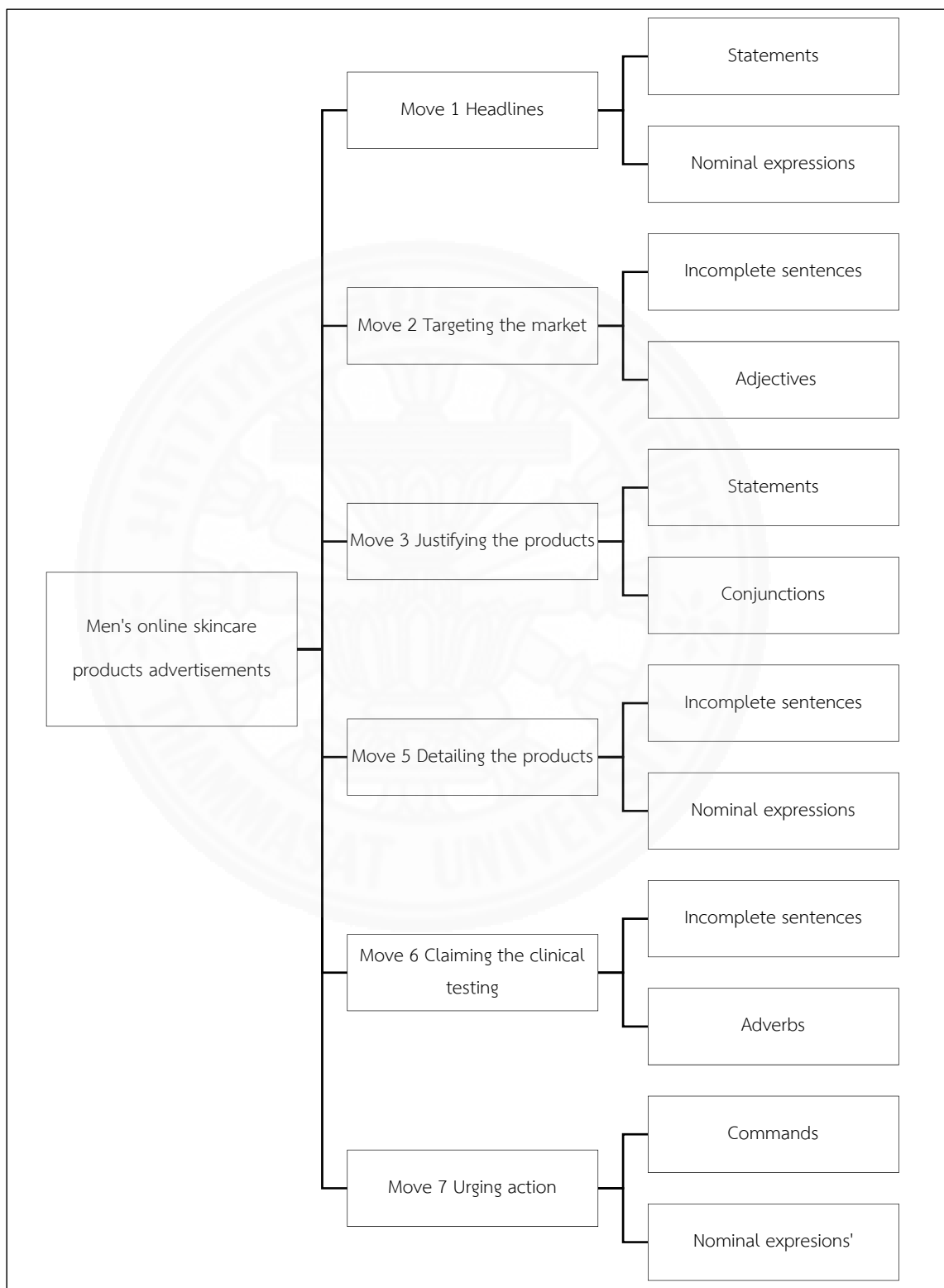
Figure 6.4 The syntactic and lexical features in men's online skincare product advertisements

Third, the findings on the advertising strategies provided an understanding of the advertising strategies that were frequently used in each move of women's and men's online skincare product advertisements. Instructors could teach certain advertising strategies for writing to achieve the communicative purpose of each move. As seen in Figure 6.5 below, the guideline demonstrated the preference of *Manufacturing consent through implication* in *Move 1 (Headlines), Move 5 (Detailing the products)*, and *Move 7 (Urging action)* of women's and men's online skincare product advertisements.

In addition, the guideline highlighted the difference between women's and men's advertisements in the use of advertising strategies of *Move 3 Justifying the products.* Thus, instructors could make learners aware that *Invoking adequacies* is one of the factors in writing to provide the reason for buying skincare products of female consumers. Moreover, they could suggest to learners that *Highlighting the importance of skincare practice* plays an important role in writing to convince male consumers of purchasing grooming products. For example, instructors could teach the functions of advertising strategies in Move 3 Justifying the products of women's and men's advertisements. In the first stage, instructors may present the examples of advertisements that were adopted as the strategies of *Invoking adequacies* or *Highlighting the importance of skincare practice*. They could design learning materials that would enable learners to notice and realize the functions of these strategies. Instructors may ask learners to read the advertisements and identify some messages that are associated with these certain advertising strategies. In the next stage, instructors may ask students to practice writing advertisements with the use of these strategies after learners clearly understand the functions of the advertising strategies. Furthermore, the instructors could design the writing tasks that enhance the learners' skills of writing other advertising strategies.

Figure 6.5 The advertising strategies in women's and men's online skincare products advertisements.
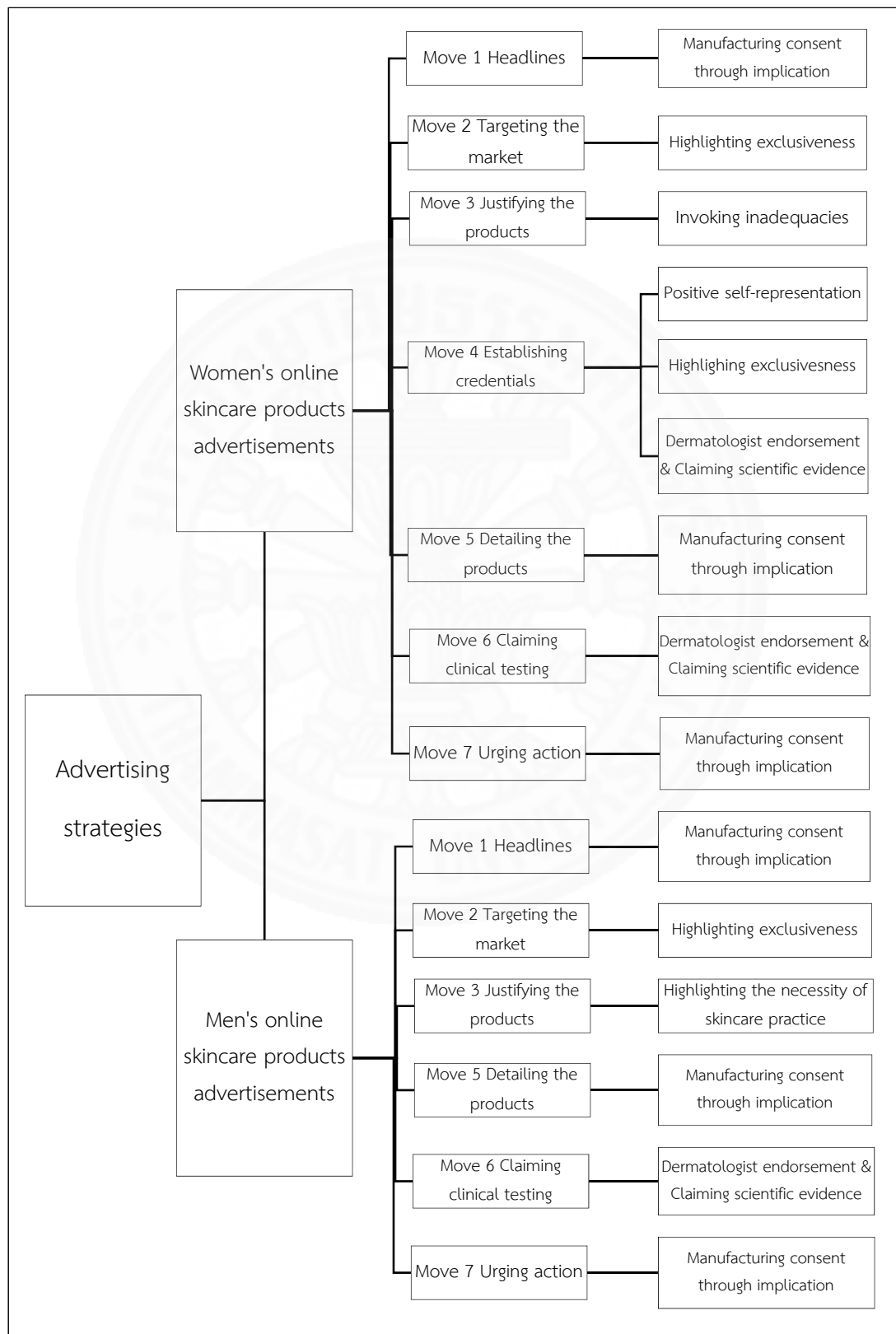
6.3 Suggestions for further studies

First, the author recommends that future researchers conduct a study on a larger sample size in their study, so that the result of the research could be generalized to the total population of online skincare product advertisements. Additionally, the author suggests that future research could analyze the online advertisements of other types of products; such as, clothes, electronic devices, perfumes, sports equipment, etc.

Second, future researchers could investigate the other aspects of linguistic resources; such as, tense, voice, parallelism, etc. Moreover, non-verbal resources; such as, background colors, layout, logos, and packaging design are recommended to be investigated in future research.

Third, future researchers could interview copywriters, advertisers, people in the advertising field, or people in the skincare product companies. This could provide more insight and practical guidelines for teaching and learning the writing of advertisements.

Fourth, the author suggests that future researchers could conduct a study of the gender differences in other types of advertisements and in other aspects; such as, the advertising strategies that are related to the ideology of masculinity and feminine since the findings of this present study identified some differences in terms of the use of advertising strategies.

6.4 Limitations of the study

First, the present study was limited in terms of the small size of data and choices of brands. The study would be beneficial if a larger sample with a variety of brands were analyzed, so that the results could provide a generalization of women's and men's online skincare product advertisements.

Second, this study was limited regarding the aspects of the linguistic features. The study could provide more significant findings if a variety of linguistic resources were examined. In addition, this study was limited because it focused only on linguistic resources. The study would provide more useful information if non-verbal items; such as, colors were investigated.

Third, the limitation of this study lacked data from people in the field of advertising. The study could provide more useful information if the researcher had interviewed copywriters, advertisers, people in the advertising field, or people in the skincare product companies. The findings may provide more practical guidelines for learning and teaching the writing of advertisements.
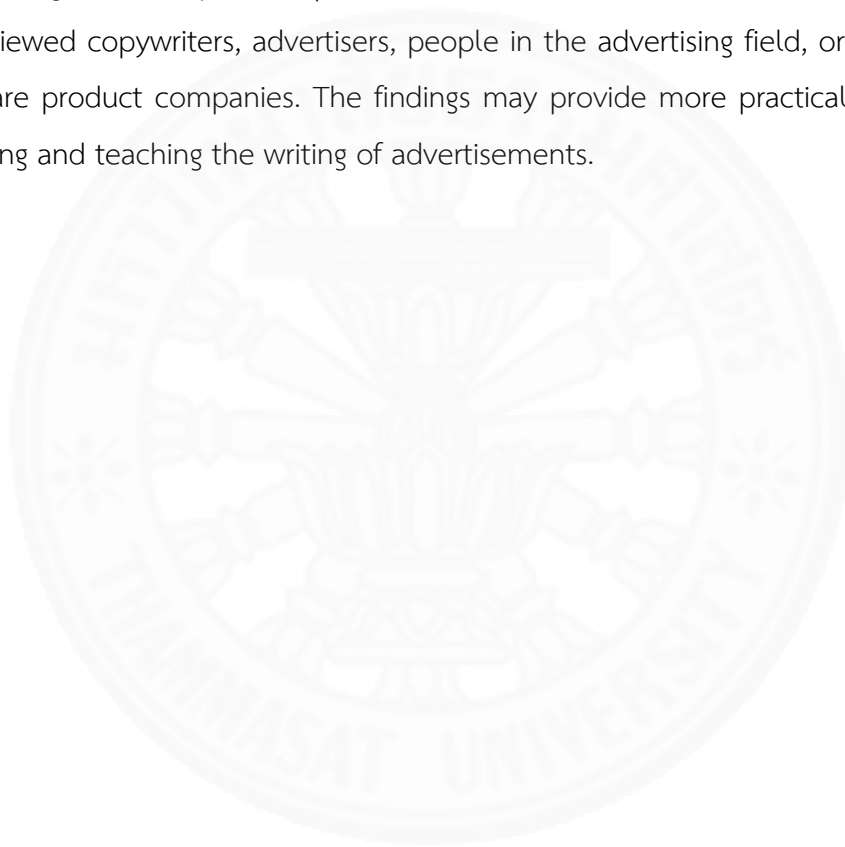
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APPENDICES

APPENDIX A

EXAMPLES OF WOMEN'S AND MEN'S ONLINE SKINCARE

PRODUCTS ADVERTISEMENTS

1. An example of women's online skincare products advertisements

2. An example of men's online skincare products advertisements

APPENDIX B

DETAILS OF DATA IN WOMEN CORPUS

1. List of 50 women's skincare advertisements from brand official websites (Women corpus)

Women's text 1

L'Oréal Age Perfect Classic. Retrieved from http://www.loreal-paris.co.uk/skin-care/day-moisturiser/age-perfect-classic- day-cream/day-cream

Women's text 2

Loreal Age Perfect Intensive Renourish. Retrieved from http://www.loreal-paris.co.uk/skin-care/night-moisturiser/age-perfect-intensive-renourish-night-cream

Women's text 3

Loreal Extraordinary Oil Sleeping Cream. Retrieved from http://www.loreal-paris.co.uk/skin-care/night-moisturiser/extraordinary-oil-sleeping-cream

Women's text 4

Loreal Age Perfect Classic Reinforcing Eye Cream. Retrieved from http://www.loreal-paris.co.uk/skin-care/eye-cream/age-perfect-classic-eye-cream

Women's text 5

Loreal Youth Code Night Cream. Retrieved from http://www.loreal-paris.co.uk/skin-care/night-moisturiser/youth-code-night-cream

Women's text 6

Loreal Collagen Wrinkle De-Crease. Retrieved from http://www.loreal-paris.co.uk/skin-care/night-moisturiser/collagen-wrinkle-de-crease-night-cream

Women's text 7

Loreal Pure Clay. Retrieved from http://www.loreal-paris.co.uk/skin-care/face-masks/pure-clay-detox-mask

Women's text 8

Loreal Extraordinary Cleansing Oil. Retrieved from http://www.loreal-
paris.co.uk/products/skin-care/face-cleanser-and-toner/extraordinary-
cleansing-oil-facial-cleansing-oil

Women's text 9

Loreal Age Perfect Golden Age Glow Re-Activating Essence. Retrieved from
http://www.loreal-paris.co.uk/skin-care/essence/age-perfect-golden-age-
essence

Women's text 10

Loreal Revitalift Repair 10 Serum. Retrieved from http://www.loreal-paris.co.uk/skin-
care/serum/revitalift-repair-10-serum

Women's text 11

Loreal Youth Code Luminize Iridescent, ultra light texture Day Cream. Retrieved from
http://www.loreal-paris.co.uk/skin-care/day-moisturiser/youth-code-luminize-
day-cream

Women's text 12

Loreal Triple Active Nourish. Retrieved from http://www.loreal-paris.co.uk/skin-
care/day-moisturiser/triple-active-nourish

Women's text 13

Loreal Revitalift Magic Blur. Retrieved from http://www.loreal-paris.co.uk/skin-
care/day-moisturiser/revitalift-magic-blur-anti-ageing-moisturiser

Women's text t 14

Loreal Collagen Wrinkle De-Crease Day Cream enriched with collagen. Retrieved
from http://www.loreal-paris.co.uk/skin-care/day-moisturiser/collagen-wrinkle-
de-crease

Women's text 15

Loreal Revitalift Classic Anti-Wrinkle + Firming Eye cream. Retrieved from
http://www.loreal-paris.co.uk/skin-care/eye-cream/revitalift-classic-eye-cream

Women's text 16

Loreal Skin Perfection Recomforting Gel Cream Wash. Retrieved from
http://www.loreal-paris.co.uk/skin-care/face-cleanser-and-toner/skin-
perfection-recomforting-gel-cream-wash

Women's text 17

Loreal Skin Perfection Radiance Revealing Exfoliator. Retrieved from
http://www.loreal-paris.co.uk/skin-care/face-cleanser-and-toner/skin-
perfection-radiance-revealing-exfoliator

Women's text 18

Loreal Make Up Remover Absolute. Retrieved from http://www.loreal-
paris.co.uk/skin-care/face-cleanser-and-toner/make-up-remover-absolute

Women's text 19

Loreal Skin Perfection Cleansing & Perfecting Milk. Retrieved from http://www.loreal-
paris.co.uk/skin-care/face-cleanser-and-toner/skin-perfection-cleansing-and-
perfecting-milk

Women's text 20

Loreal Age Perfect Cleansing. Retrieved from http://www.loreal-paris.co.uk/skin-
care/face-cleanser-and-toner/age-perfect-cleansing-toner

Women's text 21

Olay Pore Minimising Cleanser + Scrub. Retrieved from http://www.olay.com.au/en-
au/skin-care-products/pore-minimising-cleanser-and-scrub

Women's text 22

Olay Regenerist Revitalising Cleanser. Retrieved from http://www.olay.com.au/en-
au/skin-care-products/regenerist-revitalising-cleanser

Women's text 23

Olay Total Effects 7in1 Pore Minimising Toner. Retrieved from http://www.olay.
com.au/en-au/skin-care-products/total-effects-7-in-one-pore-minimizing-toner

Women's text 24

Olay Age Defying Eye Gel. Retrieved from http://www.olay.com.au/en-au/skin-care-
products/age-defying-series-eye-gel

Women's text 25

Olay Complete Care Night Cream. Retrieved from http://www.olay.com.au/en-
    au/skin-care-products/complete-care-night-cream

Women's text 26

Olay {LONG LIVE MOISTURE!} Satin Finish Lotion. Retrieved from http://www.olay.
    com.au/en-au/skin-care-products/long-live-moisture-satin-finish-lotion

Women's text 27

Olay Regenerist Revitalising Night Cream. Retrieved from http://www.olay.com.au/en-
    au/skin-care-products/regenerist-revitalising-night-cream

Women's text 28

Olay Classic Moisturising Lotion. Retrieved from http://www.olay.com.au/en-au/skin-
    care-products/olay-moisturising-lotion

Women's text 29

Olay Moisturising Cream- Sensitive Skin. Retrieved from http://www.olay.com.au/en-
    au/skin-care-products/olay-moisturising-cream-sensitive-skin

Women's text 30

Olay Pro-Vital Day Cream. Retrieved from http://www.olay.com.au/en-au/skin-care-
    products/pro-vital-day-cream

Women's text 31

Olay {BEAD ME UP!} Exfoliating Cleanser. Retrieved from http://www.olay.com.au/en-
    au/skin-care-products/bead-me-up-exfoliating-cleanser

Women's text 32

Olay {SHINE, SHINE GO AWAY!} Shine Minimising Cleanser. Retrieved from
    http://www.olay.com.au/en-au/skin-care-products/shine-shine-go-away-shine-
    minimising-cleanser

Women's text 33

Olay Deep Cleansing Foaming Face Wash with Aloe. Retrieved from http://www.
    olay.com.au/en-au/skin-care-products/deep-cleansing-with-aloe

Women's text 34

Nivea Cellular Anti-Age Skin Rejuvenation Day Cream. Retrieved from

       http://www.nivea.co.nz/Products/face-care/cellular-anti-age/cellular-anti-age-

       day-cream

Women's text 35

Nivea Vital multi active anti-age day cream with soy. Retrieved from

       http://www.nivea.co.nz/Products/face-care/VITAL/Replenishing-Day-Cream

Women's text 36

Nivea Cellular Anti-Age Skin Rejuvenation Night Cream. Retrieved from

       http://www.nivea.co.nz/Products/face-care/cellular-anti-age/cellular-anti-age-

       night-cream

Women's text 37

Nivea Cellular Anti-Age Skin Rejuvenation Eye Cream. Retrieved from

       http://www.nivea.co.nz/Products/face-care/cellular-anti-age/cellular-anti-age-

       eye-cream

Women's text 38

Nivea Daily Essentials Double Effect Eye Make-up Remover. Retrieved from

       http://www.nivea.co.nz/Products/face-care/Daily%20Essentials/normal-and-

       combination-skin/double-effect-eye-make-up-remover

Women's text 39

Nivea Essential Care. Retrieved from http://www.nivea.co.nz/Products/Lip-

       Care/Essential-Care

Women's text 40

Nivea Irresistibly Smooth Body Lotion. Retrieved from http://www.nivea.co.nz/

       Products/Body-Care/smooth-sensation/Irresistibly-Smooth-Body-Lotion

Women's text 41

Nivea Rich Nourishing Body Lotion. Retrieved from

       http://www.nivea.co.nz/Products/Body-Care/Rich-Nourishing-Body-Lotion

Women's text 42

Nivea Clean Deeper Daily Wash Face Scrub. Retrieved from

       http://www.nivea.co.nz/Products/face-care/Daily%20Essentials/blemish-

       prone-skin/clean-deeper-daily-deep-cleansing-scrub

Women's text 43

Garnier Essentials 24 Hour Hydrating Day Cream – Rose. Retrieved from

       http://www.garnier.co.uk/skin-care/beauty/garnier/essentials/24-hour-

       hydrating-day-cream

Women's text 44

Garnier Pure Active Fruit Energy Gel Scrub. Retrieved from

       http://www.garnier.co.uk/skin-care/beauty/garnier/pure-active-fruit-

       energy/pure-active-fruit-energy-gel-scrub

Women's text 45

Garnier Pure Active Fruit Energy Gel Wash. Retrieved from

       http://www.garnier.co.uk/skin-care/beauty/garnier/pure-active-fruit-

       energy/pure-active-fruit-energy-scrub-gel-wash

Women's text 46

Garnier Micellar Oil-Infused Cleansing Water. Retrieved from

       http://www.garnier.co.uk/skin-care/beauty/garnier/micellar/micellar-oil-

       infused-cleansing-water

Women's text 47

Garnier Essentials Simply Essentials Soothing Vitamin-Enriched Toner. Retrieved from

       http://www.garnier.co.uk/skin-care/beauty/garnier/essentials/simply-essentials-

       soothing-vitamin-enriched-toner

Women's text 48

Garnier Pure Active Deep clean cream wash. Retrieved from

       http://www.garnier.co.uk/skin-care/beauty/garnier/pure-active/gentle-deep-

       clean-cream-wash

Women's text 49

Garnier Pure Active Intensive Roll-On Rapid Soothing Relief Intensive. Retrieved from

http://www.garnier.co.uk/skin-care/beauty/garnier/pure-active-intensive/roll-

on-rapid-soothing-relief

Women's text 50

Garnier Miracle Pure Active Intensive 24H Moisturiser Pure Active Intensive. Retrieved

from http://www.garnier.co.uk/skin-care/beauty/garnier/miracle-all-

brands/pure-active-intensive-24hmoisturiser-v2

APPENDIX C

DETAILS OF DATA IN MEN CORPUS

1. List of 50 men's skincare advertisements from brand official websites (Men corpus)

Men's text 1

Loreal Men Expert Pure Power Pure Power Red Volcano Wash. Retrieved from
http://www.loreal-paris.co.uk/men/skin-care/face-wash-scrubs/men-expert-
pure-power-volcano-wash

Men's text 2

Loreal New Vita Lift5 Complete Revitalising Moisturiser. Retrieved from
http://www.loreal-paris.co.uk/men/skin-care/moisturiser/men-expert-vita-lift-5

Men's text 3

Loreal Men Expert Pure & Matte Deep Exfoliating Scrub. Retrieved from
http://www.loreal-paris.co.uk/men/skin-care/face-wash-scrubs/men-expert-
pure-and-matte-wash

Men's text 4

*Loreal Men Expert Wrinkle De-Crease Wrinkle De-Crease Anti-Expression Wrinkles
Moisturising Cream*. Retrieved from http://www.lorealparis.co.uk/men/
skincare/moisturiser/men-expert-wrinkle-de-crease

Men's text 5

Loreal Men Expert Hydra Sensitive Multi-Protection 24HR-Hydrating Cream. Retrieved
from http://www.loreal-paris.co.uk/men/skin-care/moisturiser/men-expert-
hydra-sensitive-moisturiser

Men's text 6

Loreal Men Expert Hydra Energetic Quenching Gel. Retrieved from http://www.loreal-
paris.co.uk/men/skin-care/moisturiser/men-expert-hydra-energetic-quenching-
gel

Men's text 7

Loreal Men Expert Pure Power Pure Power Active Moisturiser. Retrieved from

http://www.loreal-paris.co.uk/men/skin-care/men-expert-pure-power-

moisturiser

Men's text 8

Loreal Men Expert Vita Lift Vita Lift Skin Lifting Hydratant Double Action. Retrieved

from http://www.loreal-paris.co.uk/men/skin-care/moisturiser/men-expert-

vita-lift-double-action

Men's text 9

Loreal Men Expert Hydra Energetic Skin and Stubble. Retrieved from

http://www.loreal-paris.co.uk/men/skin-care/moisturiser/men-expert-hydra-

energetic-skin-and-stubble-moisturising-gel

Men's text 10

Loreal Men Expert Hydra Energetic Hydra Energetic X-Treme Turbo Booster.

Retrieved from http://www.loreal-paris.co.uk/men/skin-care/moisturiser/men-

expert-hydra-energetic-recharging

Men's text 11

Loreal Men Expert Hydra Energetic Skin and Stubble. Retrieved from

http://www.loreal-paris.co.uk/men/skin-care/face-wash-scrubs/men-expert-

hydra-energetic-skin-and-stubble-face-wash

Men's text 12

Loreal Men Expert Pure Power Pure Power Black Charcoal Wash. Retrieved from

http://www.loreal-paris.co.uk/men/skin-care/face-wash-scrubs/men-expert-

pure-power-wash

Men's text 13

Loreal MEN EXPERT VITA LIFT DOUBLE ACTION LIFTING EYE MOISTURISER. Retrieved

from http://www.loreal-paris.co.uk/men/skin-care/moisturiser/men-expert-

hydra-sensitive-moisturiser

Men's text 14

Loreal MEN EXPERT HYDRA ENERGETIC FOAMING CLEANSING GEL. Retrieved from
http://www.loreal-paris.co.uk/men/skin-care/face-wash-scrubs/men-expert-
hydraenergetic-face-wash

Men's text 15

Loreal Men Expert Hydra Power Refreshing Face Wash. Retrieved from
http://www.loreal-paris.co.uk/men/skin-care/face-wash-scrubs/hydra-power

Men's text 16

Dove Men+Care Hydrate+ Face Lotion. Retrieved from
http://www.dove.com/us/en/men-care/face-care/face-cream/men-care-
hydrate-face-lotion.html

Men's text 17

Dove Men+Care Hydrate+ Face Wash. Retrieved from www.dove.com/us/en/men-
care/face-care/face-wash/men-care-hydrate-face-wash.html

Men's text 18

Dove Men+Care Hydrate+ Ultra Hydrating Cream. Retrieved from
http://www.dove.com/us/en/men-care/face-care/face-cream/men-care-
hydrate-ultra-hydrating-cream.html

Men's text 19

Dove Men+Care Sensitive+ Face Lotion. Retrieved from
http://www.dove.com/us/en/men-care/face-care/face-cream/men-care-
sensitive-face-lotion.html

Men's text 20

Dove Men+Care Deep Clean+ Face Scrub. Retrieved from
http://www.dove.com/us/en/men-care/face-care/face-wash/men-care-deep-
clean-face-scrub.html

Men's text 21

Dove Men+Care Sensitive+ Face Wash. Retrieved from
http://www.dove.com/us/en/men-care/face-care/face-wash/men-care-
sensitive-face-wash.html

Men's text 22

Dove MEN+CARE EXTRA FRESH BODY AND FACE BAR. Retrieved from

http://www.dove.com/us/en/men-care/washing-and-bathing/body-face-

bars/men-care-extra-fresh-body-and-face-bar.html

Men's text 23

Dove MEN+CARE DEEP CLEAN BODY AND FACE WASH. Retrieved from

http://www.dove.com/us/en/men-care/washing-and-bathing/body-wash/men-

care-deep-clean-body-and-face-wash.html

Men's text 24

Dove MEN+CARE OIL CONTROL BODY AND FACE WASH. Retrieved from

http://www.dove.com/us/en/men-care/washing-and-bathing/body-wash/men-

care-oil-control-body-and-face-wash.html

Men's text 25

Dove MEN+CARE COOL FRESH BODY AND FACE WASH. Retrieved from

http://www.dove.com/us/en/men-care/washing-and-bathing/body-wash/men-

care-cool-fresh-body-and-face-wash.html

Men's text 26

Dove MEN+CARE SENSITIVE SHIELD BODY AND FACE WASH. Retrieved from

http://www.dove.com/us/en/men-care/washing-and-bathing/body-wash/men-

care-sensitive-shield-body-and-face-wash.html

Men's text 27

Dove MEN+CARE FRESH AWAKE BODY AND FACE WASH. Retrieved from

http://www.dove.com/us/en/men-care/washing-and-bathing/body-wash/men-

care-fresh-awake-body-and-face-wash.html

Men's text 28

Dove MEN+CARE AQUA IMPACT BODY AND FACE WASH. Retrieved from

http://www.dove.com/us/en/men-care/washing-and-bathing/body-wash/men-

care-aqua-impact-body-and-face-wash.html

Men's text 29

Nivea Moisturizing Face Wash. Retrieved from http://www.niveausa.com/products/

mens-care/originals/Double-Action-Face-Wash

Men's text 30

Nivea Sensitive Face Wash. Retrieved from http://www.niveausa.com/products/
       mens-care/sensitive/sensitive-face-wash

Men's text 31

Nivea Energy Gel Moisturizer Q10. Retrieved from http://www.niveausa.com/products
       /mens-care/revitalising-q10/revitalising-gel-q10

Men's text 32

Nivea Men Crème. Retrieved from http://www.niveausa.com/products/mens-
       care/NIVEA-MEN-Creme

Men's text 33

Nivea ENERGY LOTION Q10 Broad Spectrum SPF 15 Sunscreen. Retrieved from
       http://www.niveausa.com/products/mens-care/revitalising-q10/revitalising-
       cream-q10

Men's text 34

Nivea Protective Lotion. Retrieved from http://www.niveausa.com/products/mens-
       care/originals/Protective-Lotion

Men's text 35

Nivea Express Absorption Lotion. Retrieved from http://www.niveausa.com/products/
       mens-care/Revitalising-Body-Lotion-For-Men

Men's text 36

Nivea Maximum Hydration Body Lotion. Retrieved from http://www.niveausa.com/
       products/mens-care/maximum-hydration-body-lotion

Men's text 37

Nivea Energy 3-in-1 Body Wash. Retrieved from http://www.niveausa.com/products/
       mens-care/energy-shower-gel-FOR-MEN_local-US

Men's text 38

Nivea Cool 3-in-1 Body Wash. Retrieved from http://www.niveausa.com/products/
       mens-care/Cooling/cool-3-in-1-body-wash

Men's text 39

Nivea Maximum Hydration 3-in-1 body wash. Retrieved from http://www.niveausa.
       com/products/mens-care/maximum-hydration-3-in-1-body-wash

Men's text 40

Nivea Energy Shaving Gel. Retrieved from http://www.niveausa.com/products/mens-

care/revitalising-q10/Q10-Revitalizing-Double-Action-Shave-Gel

Men's text 41

Nivea Replenishing Post Shave Balm. Retrieved from http://www.niveausa.com/

products/mens-care/originals/Replenishing-After-Shave-Balm

Men's text 42

Nivea Q10 Energy Double Action Balm. Retrieved from http://www.niveausa.com/

products/mens-care/revitalising-q10/Q10-Revitalizing-Double-Action-Balm

Men's text 43

Nivea Sensitive Post Shave Balm. Retrieved from http://www.niveausa.com/products/

mens-care/sensitive/sensitive-post-shave-balm

Men's text 44

Nivea Sensitive 3-in-1 Body Wash. Retrieved from http://www.niveausa.com/

products/mens-care/sensitive/Sensitive-Body-Wash

Men's text 45

Nivea Platinum Protect 3-in-1 Deodorizing body wash. Retrieved from http://

www.niveausa.com/products/mens-care/silver-protect/platinum-protect-

ocean-burst_US

Men's text 46

Garnier Men Power Light Face Wash. Retrieved from http://www.garnier.in/face-c

are/beauty/garnier/powerlight/powerlight-face-wash

Men's text 47

Garnier Oil Clear Deep Cleansing Face Wash. Retrieved from http://www.garnier.in/

face-care/beauty/garnier/oil-clear-face-wash/deep-cleansing-face-wash

Men's text 48

Garnier Intense Fresh Face Wash. Retrieved from http://www.garnier.in/face-

care/beauty/garnier/intense-fresh-face-wash/energising-gel-cleanser

Men's text 49

Garnier AcnoFight Pimple Clearing Face Wash. Retrieved from http://www.
garnier.in/face-care/beauty/garnier/acnofight-face-wash/pimple-clearing-face-
wash

Men's text 50

Garnier Men Powe Light Sweat + Oil Control Moisturiser. Retrieved from http://
www.garnier.in/face-care/beauty/garnier/powerlight/garnier-men-powerlight-
sweat-plus-oil-control-moisturiser

APPENDIX D

EXAMPLES OF CODING MOVES

1. An example of coding moves in the pilot study

(An example was taken from Women's text No.4 Age Perfect Classic Reinforcing Eye Cream)

Sentence	Moves												Notes
	Headlines	Targeting the market	Stating the importance	Establishing a niche	Identifying the product	Describing product	Indicating the value of product	Establishing credentials	Celebrity or user endorsement	Offering incentives	Using pressure tactics	Soliciting response	
	M1	M2	M3 S1	M3 S2	M4 S1	M4 S2	M4 S3	M5	M6	M7	M8	M9	
Rehydrates, anti-sagging, fades age spots	M1												
Classic Reinforcing Eye Cream					M4 S1								

Age Perfect Reinforcing Eye Cream hydrates skin and leaves it feeling firmer to help combat sagging.												Identifying a new step for M4 (Detailing the products) - Describing how the product works
The formula is enriched with peptide-rich Soya Bean extract.												Identifying a new step for M4 (Detailing the products) - Highlighting a key ingredient or a special formula
REPLENISHES THE EYE CONTOUR WITH MOISTURE.												Identifying a new step for M4 (Detailing the products) - Describing how the product works
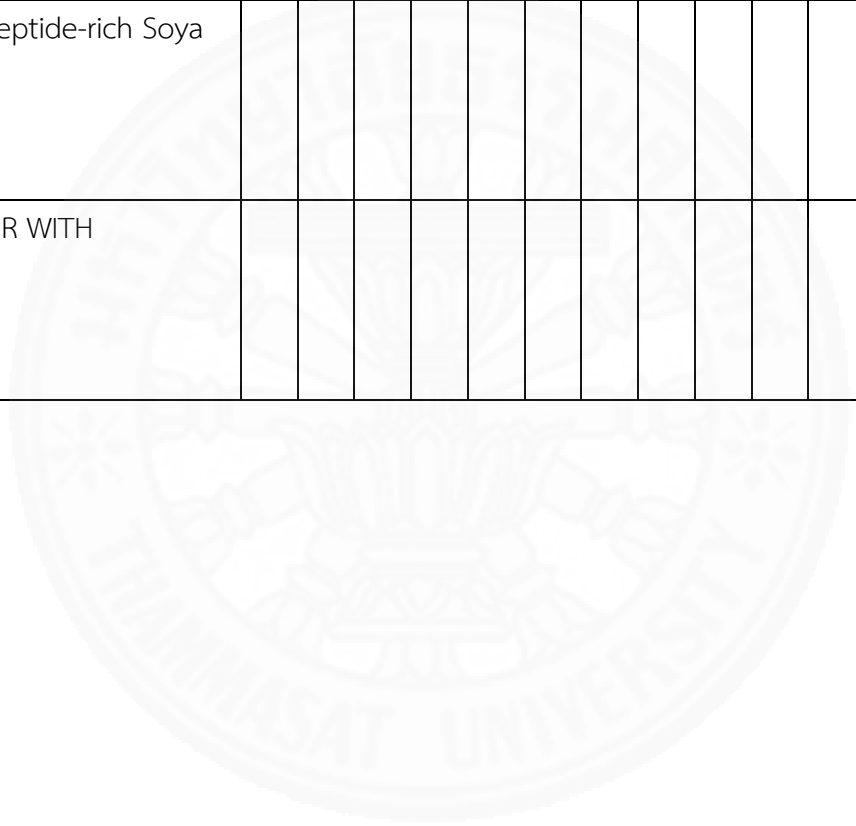
2. An example of coding moves in a formal study

(An example was taken from Men's text No.35 Nivea Express Absorption Lotion)

Sentence	Moves																Notes
	Headlines	Targeting the market	Stating the importance	Establishing a niche	Establishing credentials	Introducing the product	Indicating the key ingredient	Describing the texture	Describing the scent	Describing how the product works	Indicating the result of the product	Highlighting the ease of using product	Describing how to use product	Promoting other products	Claiming clinical testing	Urging action	
	M1	M2	M3 S1	M3 S2	M4	M5 S1	M5 S2	M5 S3	M5 S4	M5 S5	M5 S6	M5 S7	M5 S8	M5 S9	M6	M7	
Do you want a lightweight, fast absorbing body lotion?	M1																
Specially formulated for men's skin, NIVEA for Men Express Absorption revitalizing lotion absorbs in seconds for ultra-fast relief of dry skin with no sticky feel.		M2										M5 S7					
3-in-1 Body, Face & Hands!												M5 S7					

Fortified with Vitamin E, NIVEA For Men Express Absorption body lotion provides long lasting hydration that absorbs in seconds.						M5 S2				M5 S7				
Specially formulated for men with normal-to-dry skin, the ultra-fast absorbing formula gives skin immediate relief with no sticky feel.	M2									M5 S7				
Hydra-IQ is NIVEA's exclusive technology that supports the skin's own hydration network to unleash deep, non-stop moisture that lasts more than 24 hours.						M5 S2								
Smooth lotion over body, face and hands daily.											M5 S8			
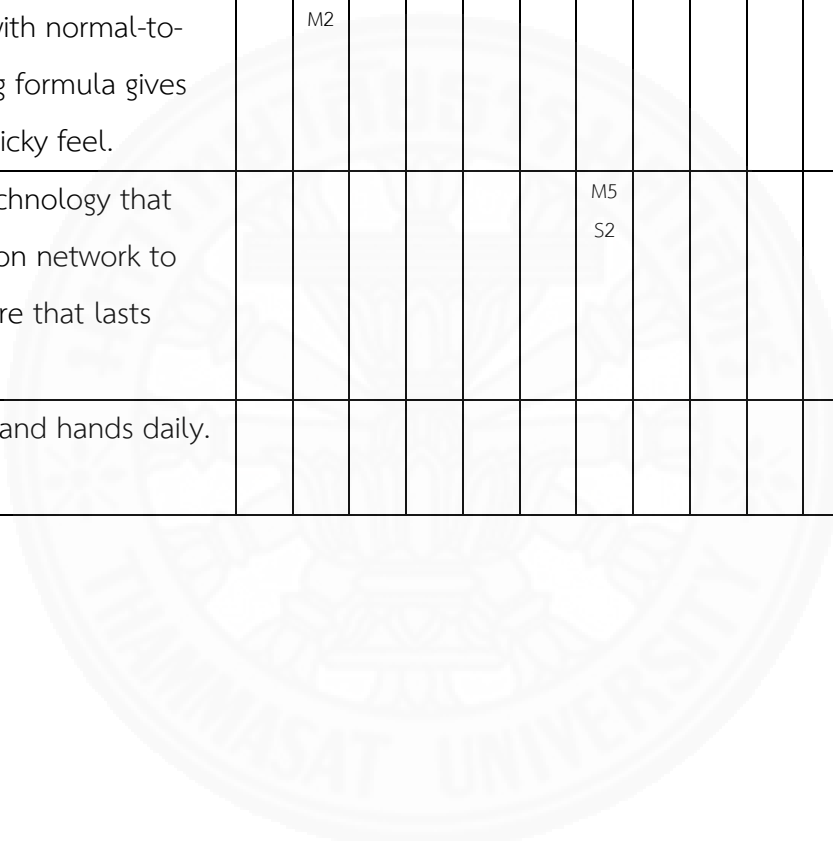
APPENDIX E

EXAMPLES OF NEGOTIATION BETWEEN TWO CODERS IN MOVE ANALYSIS

1. A sample from Women corpus

No.	Text No.	Coding units	Before negotiation		After negotiation
			Coder 1	Coder 2	
1	Women's text No.5	(S2) Mature skin and young skin behave differently when exposed to external aggressions.	M2	M3S2	M3S2
2	Women's text No.6	(S6) Each Wrinkle De-Crease product helps to reduce the appearance of expression lines developed over time.	M5S5	M5S9	M5S9
3	Women's text No.9	(S4) Formulated for skin losing its youthful density and natural colour.	M5S2	M2	M2
4	Women's text No.11	(S3) What if you had the 'code' to unify irregular skin tone and re-awaken a more even luminous looking complexion?	M5S5	M3S1	M3S1
5	Women's text No.22	(S2) Detoxifies and resurface your skin at the cellular level for the beautifully regenerated look of a mini-professional treatment.	M5S5 M5S6	M5S5	M5S5 M5S6

6	Women's text No.23	(S7) Oil-Free and fast absorbing	M5S2 M5S7	M5S2	M5S2 M5S7
7	Women's text No.23	(S10) For desired results, use Total Effects Pore Minimizing CC Cream after Total Effects Pore Minimizing Toner.	M5S8	M5S9	M5S9
8	Women's text No.29	(S1) Details Formulated specifically for sensitive, delicate skin, Olay Moisturising Cream actively hydrates and maintains the skin's natural moisture balance.	M2 M5S5	M2	M2 M5S5
9	Women's text No.32	(S1) Nothing says refreshment like a deep, down-to-the-pores clean.	M3S1	M5S5	M3S1
10	Women's text No.41	(S10) For best results apply daily, after showering, for noticeably smoother and softer skin.	M5S8	M7	M5S8

2. A sample from Men corpus

No.	Text No.	Coding units	Before negotiation		After negotiation
			Coder 1	Coder 2	
1	Men's text No.6	(S5) Non-sticky and non-greasy, feels invisible on skin.	M5S6	M5S7	M5S7
2	Men's text No.10	(S2) L'Oréal Men Expert Hydra Energetic Recharging Moisturiser (Turbo	M5S2 M5S5	M5S2	M5S2 M5S5

		Booster) is our first moisturiser enriched with Taurine and helps fight signs of skin that looks tired, lacklustre and dehydrated.			
3	Men's text No.16	(S5) Non-greasy formula, absorbs quickly without sticky feel	M5S7	M5S2 M5S7	M5S2 M5S7
4	Men's text No. 19	(S2) Clinically tested, fragrance-neutral formula	M6	M6 M5S2	M6 M5S2
5	Men's text No.22	(S7) Looking for a bar that leaves skin feeling refreshed, hydrated and invigorated?	M5S6	M2	M2
6	Men's text No.23	(S8) Looking for a men's body wash that delivers a deep clean and skin refreshment?	M5S6	M2	M2
7	Men's text No.23	(S14) For a deep clean, squeeze a drop or two of Dove Men+Care's men's body wash on your palms and rub your hands together to turn the gel into a light foam.	M5S6 M5S8	M5S8	M5S6 M5S8
8	Men's text No.24	(S12) For a refreshing clean, rub a drop or two of this Dove Men+Care men's body wash between your hands to turn the gel into a light foam, and work it into your body and face.	M5S6 M5S8	M5S8	M5S6 M5S8

9	Men's text No.25	(S8) Looking for a cool and refreshing start to the day?	M5S6	M2	M2
10	Men's text No.25	(S13) For a refreshing start to the day, wet your body under the shower and squeeze enough Dove Men+Care Cool Fresh Body and Face Wash to cover half your palm.	M5S6 M5S8	M5S8	M5S6 M5S8

APPENDIX F

RESULTS OF INTER-CODER ANALYSIS (COHEN KAPPA VALUE) IN MOVE ANALYSIS OF A FORMAL STUDY MEASURED BY SPSS

1. Before negotiation

1.1 Women corpus (Total coding units = 408, Kappa = .849)

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Measure of Agreement	Kappa	.849	.019	51.073	.000
N of Valid Cases		408			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

1.2 Men corpus (Total coding units = 410, Kappa = .864)

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Measure of Agreement	Kappa	.864	.018	59.830	.000
N of Valid Cases		410			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

2. After Negotiation

2.1 Women corpus (Total coding units = 408, Kappa = 1.00)

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Measure of Agreement	Kappa	1.000	.000	62.684	.000
N of Valid Cases		408			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

2.2 Men corpus (Total coding units = 410, Kappa = 1.00)

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Measure of Agreement	Kappa	1.000	.000	68.220	.000
N of Valid Cases		410			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

APPENDIX G

EXAMPLES OF CODING LINGUISTIC FEATURES

1. Examples of coding linguistic features in a pilot study

(An example was taken from Men's text No.1 Men Expert Pure Power Pure Power Red Volcano Wash)

Coding units	Statement	Command	Question	Exclamation	Incomplete sentence	Nominals	Binomial	pronoun you & your	Adjectives	Reviewer	Notes
	1	2	3	4	5	6	7	8	9		
(S1)Instantly removes oil and dirt to help free skin from impurities.					5		7			1	Identify other linguistic features: Adverb, Infinitive phrase, Preposition phrase
Pure Power Red Volcano Wash						6				1	

Sentence											Remark
(S2) Red Volcano Wash combines Volcanic Mineral Extract known for its ability to absorb excess oil, with a high concentration of anti-bacterial Salicylic Acid.	1				6					1	Identify other linguistic features: Infinitive phrase, Preposition phrase
(S3) The formula cleanses to help fight the appearance of spots.	1									1	Identify other linguistic features: Infinitive phrase, Preposition phrase
(S4) Skin looks purified without feeling dry.	1								9	1	Identify other linguistic features: Preposition phrase

Remark: Score +1 = agree, 0 = unsure, -1 = Disagree

2. Examples of coding linguistic features in a formal study

(An example was taken from Move3 Step2 of Women corpus)

Coding units	Statement	Command	Question	Exclamation	Incomplete sentence	Relative clause	Participle phrase	Prepositional phrases	Infinitive phrases	Nominals	Binomial & multinomial	Pronouns you & your	Adjectives	Adverbs	Conjunctions	Notes
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Women's text No.5 (S2) Mature skin and young skin behave differently when exposed to external aggressions.	1										11		13	14	15	
Women's text No.5 (S3) As you age, skin takes longer to recover and responds more slowly.	1								9		11		13	14	15	

Text	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Women's text No.6 (S5) Your face muscles create micro-contractions on your skin each time you make and change your facial expression.	1							8			11	12	13			
Women's text No.10 (S2) Research has shown that signs of skin ageing develop as you get older.	1											12	13		15	
Women's text No.11 (S2) Not radiating your usual fresh, youthful glow?			3							10		12				
Women's text No.11 (S4) Irregular pigmentation beneath the skin's surface can reduce skin's luminosity.	1							8					13			
Women's text No.11 (S3) Every day the skin is subjected to external aggressors, which contribute to signs of skin ageing.	1					6							13			

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Women's text No.11 (S4) Skin can be left feeling dehydrated and more fragile.	1										11					
Women's text No.14 (S5) Your face muscles create micro-contractions on your skin each time you make and change your facial expression.	1							8			11	12	13			
Women's text No.15 (S4) Unless you want a permanent lift, there's always Revitalift.	1											12	13		15	

APPENDIX H

EXAMPLES OF CODING ADVERTISING STRATEGIES

1. An example of coding advertising strategies analysis in a pilot study

(An example was taken from Women's text No.43 Essentials 24 Hour Hydrating Day Cream – Rose)

Coding units	Manufacturing consent through implication	Invoking inadequacies	Irrealistic representation	Positive self-representation	Puffery	Celebrity endorsement	Scientific evidence/Clinical test	Emotive words	negotiating (a masculinized) metrosexuality	empowering men	giving men a logical reason to groom	a different portrayal of skincare products	Notes
	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	S12	
This moisturiser, enriched with Rose Water, refreshes and hydrates your skin every day.	S1												

A gel-cream formula for effective hydration for 24 Hr*	S1												
*Instrumental test - 24 subjects						S7							
What's inside?													Identify a new strategy -Raising curiosity
Its matifying and detoxifying properties protects the skin against aggressions.													Identify a new strategy - Claiming problem-solving ability

2. An example of coding advertising strategies in a formal study

(An example was taken from Move3 Step1 of Men corpus)

Coding units	Guarantee products' benefits	Claiming problem-solving ability	Positive self-representation	Puffery	Invoking inadequacies	Highlighting the necessity of skincare practice	Claiming problems of other	Portraying skincare products	Highlighting product innovation	Exclusiveness	Raising curiosity	Dermatologist endorsement	Notes
	1	2	3	4	5	6	7	8	9	10	11	12	
Men's text No.7 (S2) After cleansing it's important to use a moisturiser to help keep problem skin hydrated.						6							

Men's text No.16 (S8) When it comes to creating the best facial moisturizer for men, Dove Men+Care knows that it needs to do more than just fight dryness, and that maintaining skin's strength and resilience is important.			3			6			10				
Men's text No.17 (S8) Cleansing is the single most important part of a face care routine to wash away dirt and oil, and keep skin looking healthy and clean.						6							
Men's text No.18 (S7) Sometimes your skin needs extra hydration to feel its best, and that's exactly what Dove Men+Care Hydrate+ Ultra Hydrating Cream is designed to give you.						6							

Men's text No.19 (S7) A man's face goes through a lot and maintaining skin's strength and resilience is important.					5	6						
Men's text No.20 (S7) Cleansing is the single most important part of a skin care routine to wash away dirt and oil, and keep skin feeling healthy and clean.						6						
Men's text No.21 (S7) Cleansing is the single most important part of a skin care routine to wash away dirt and oil and keep skin looking healthy and clean.						6						

APEENDIX I

EXAMPLES OF NEGOTIATION BETWEEN TWO CODERS IN ADVERTISING STRATEGIES ANALYSIS

Coding units	Before negotiation		After negotiation
	Coder 1	Coder 2	
Women's text No.31 (S1) We brought together fantastic foaming bubbles and exfoliating micro-beads to give you the freshest wash ever.	S4	S1	S4
Women's text No.48 (S1) Want to fight shine and blackhead	S5	S10	S5
Men's text No.1 (S5) Tested on acne-prone skin.	S12	S12, S10	S12, S10
Men's text No.30 (S9) Skin compatibility dermatologically tested by men with sensitive skin.	S12	S12, S10	S12, S10
Men's text No. 35 (S5) Specially formulated for men with normal-to-dry skin, the ultra-fast absorbing formula gives skin immediate relief with no sticky feel.	S10, S4	S10	S10, S4

APPENDIX J

RESULTS OF INTER-CODER ANALYSIS IN A PILOT STUDY

1. Results of inter-coder analysis of move coding

1.1 Women corpus (Total coding units = 62, Kappa = .849)

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Measure of Agreement	Kappa	.849	.050	16.899	.000
N of Valid Cases		62			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

1.2 Men corpus (Total coding units = 76, Kappa = .896)

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Measure of Agreement	Kappa	.896	.037	23.400	.000
N of Valid Cases		76			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

2. Results of inter-coder analysis of advertising strategies analysis

2.1 Women corpus (Total coding units = 41, Kappa value = .807)

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Measure of Agreement	Kappa	.807	.073	11.171	.000
N of Valid Cases		41			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

2.2 Men corpus (Total coding units = 76, Kappa value = .896)

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Measure of Agreement	Kappa	.847	.052	16.056	.000
N of Valid Cases		67			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

BIOGRAPHY

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