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Contextual Analysis of Electronic Cosmetics Advertisements:
A Semantic Study

A B S T R A C T

The present study examines semantic textual features used in electronic cosmetic advertisements to manipulate customers. The study adapts Leech's semantic theory (1981) to analyze the meanings that appear in advertisements. The data is gathered from six official sites of international cosmetic companies such as (l'oréal, Nivea, Neutriherbs, Covergirl, Twasa, and LUX). The study deals with the semantic features appearing in electronic cosmetics advertisements are divided into three main categories: conceptual, thematic, and associative meaning. Associative meanings are divided into five subcategories: connotative, stylistic, emotive, reflective, and collective meanings. Furthermore, the study reveals that electronic cosmetics advertisements' semantic features are informative and persuasive. The study concludes that the types of meaning used in these advertisements are instrumental in manipulation and fostering successful communication between the customer and the advertiser.

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التحليل السياقي للإعلانات الإلكترونية لمستحضرات التجميل: دراسة دلالية

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الخلاصة

تتناول الدراسة الحالية دراسة السمات الدلالية النصية المستخدمة في الإعلانات الإلكترونية لمستحضرات التجميل للتلاعب بالزبائن. وتعتمد الدراسة على نظرية ليتش الدلالية (١٩٨١) لتحليل المعاني التي تظهر في الإعلانات. وتم جمع البيانات من ستة مواقع رسمية لشركات مستحضرات تجميل عالمية مثل (لوريال، ونيفيا، ونيوتريهيربس، وكوفر جيرل، وتواسا، ولوكس). وخلصت الدراسة إلى أن السمات الدلالية التي تظهر في الإعلانات الإلكترونية لمستحضرات التجميل تنقسم إلى ثلاث فئات رئيسية: المعنى المفاهيمي، والموضوعي، والترابطي. وتنقسم المعاني الترابطية إلى خمس فئات فرعية: المعاني الدلالية، والمعاني الأسلوبية، والمعاني العاطفية، والمعاني التأملية، والمعاني الجماعية. علاوة على ذلك،

تكشف الدراسة أن السمات الدلالية للإعلانات الإلكترونية لمستحضرات التجميل إعلامية وإقناعية. وخلصت الدراسة إلى أن أنواع المعاني المستخدمة في هذه الإعلانات لها دور فعال في تعزيز التواصل الناجح بين المستهلك والمعلن. **الكلمات المفتاحية:** مستحضرات التجميل ، التلاعب ، الدلالات ، الإعلانات التجارية والجمال .

1. Introduction

Nowadays, language is more than just a means of communication; it has become something that can be traded for profit. Because of its appealing qualities, it is the most effective tool for advertising in the corporate sector (Emodi, 2011). TV ad slogans are beautiful because they make intelligent and economical use of language. Television is an important medium of entertainment for both ordinary people and aristocrats. These advertisements influence public perceptions of their livelihoods. They form opinions about various products that appear in the media. The considerable influential aspect of advertisements is attractive phrases, words, terms, etc., not just simple language.

For a commercial to be effective in marketing, it must master the art of semantics (Leech, 1966). The essence of advertising lies in its ability to persuade the audience. This is achieved through the strategic use of language, including attractive words, powerful metaphors, humour, puns, unique idioms, and cutting-edge collocations. These elements, often hidden in plain sight, form the backbone of persuasive advertising (Olivera et al. 2001).

Advertisement copywriter endeavors to communicate their message engagingly. One key purpose is to use a simple mix of phrases to understand and memorize. They also consider their customer base's expectations for an innovative product or its update (Dada, 2010). An advertisement's overall impact primarily depends on careful choice and order of phrases. The copywriters for these advertisements consider the audience's anticipated reaction and potential conclusions. The discourse used in ads is primarily unofficial and friendly. However, intertextuality can also be present. Other essential components are poetic elements and rhythm (Schmidt & Kess, 1986).

2. The Objectives of study

The present study aims to:

1. Examine the semantic strategies employed by writers of electronic commercial texts in cosmetic advertising.
2. Understand the semantic techniques that characterize the various meanings in online electronic advertisements and how text writers utilize them to persuade viewers

3. Research of study

The study attempts to answer the two questions:

1. What are the semantic categories and functions of meaning that appear in electronic cosmetic advertisements?
2. What are the semantic textual features used in electronic cosmetic advertisements to manipulate customers?

4. Literature Review

Munfiqoh (2012) provides a semantic analysis of the "English Advertisements" advertisements on TV. The study attempts to comprehend the meaning of a TV commercial's "English Advertisement." The study examines the advertisement at two levels: semantic and grammatical meaning. Based on semantics, the study examines lexical meaning defined by the dictionary, such as hyponyms, polysemy, a synonym, an antonym, etc. On the grammatical level, it examines grammatical construction. The study demonstrates numerous ways to determine the meaning of the commercial "English Advertisement" on TV from a semantic perspective. It is critical to comprehend the meaning based on context so that individuals will comprehend what the advertisement conveys and its purpose can resonate with them.

Renaldo (2017) examines the linguistic elements used by advertisers in Cosmopolitan Magazine skincare commercials. It focuses mostly on using vocabulary in cosmetic commercials and advertisers' tactics to shape the ideal view of women's attractiveness. He applies Fairclough's critical discourse analysis approach, which deals with language as text, language practice, and cultural practice. The study aims to investigate the connections between language, ideology, and power and determine how advertising convinces women to purchase products. The findings demonstrate that advertisements use certain language components, such as positive and negative adjectives, pronouns, imperative verbs, and modality techniques. Furthermore, the techniques include positive and illogical representation, celebrity endorsement, and clinical test proof.

Radhi (2023) examines the linguistic features of English advertising utilizing semantically-level analytic approaches. The analysis is based on a set of approximately twenty English advertisements. The study examines English advertising language discoveries from a semantic perspective. It examines the use of words on the levels of connotative meanings, freshly created words, repetitions, metaphorical, puns, missing words, and unclear phrases to show an indistinct nature. According to the study, advertising editors use a variety of linguistic approaches to encourage customers to buy. To reach his targets, he must employ distinctive and imaginative language that is creative. As a result, advertising language that is original and new is suitable for attracting the interest of consumers, gaining their trust, and influencing their thoughts.

Basri (2021) examines the meaning of online advertisements available on Apple's official website regarding type and function. The study investigates advertising using the theory proposed by Miles et al. (2014). The data set consists of ten adverts from the official Apple website. The method used in this study is descriptive qualitative. The researcher investigates the many sorts of meanings and their functions on the Apple website, focusing solely on sentences, words, or phrases used in iPhone product marketing. Connotative, conceptual, stylistic, emotive, reflective, collocative, and thematic meanings were discovered in online Apple advertising using the ten data sets provided. At the same time, connotation has taken over as the most common sort of meaning. As for the role of speech, whose meaning is tailored to the context of the advertisement sentence, assertive and expressive are usually utilized since they convey information succinctly.

5. Leech 's semantic theory

Semantics, in its broadest sense, can be defined as the investigation of all language-mediated communication. At the same time, some researchers would prefer to limit semantics to the analysis of logical or conceptual significance. Only the theoretically acceptable meaning parts are considered, with deviations and anomalies excluded. Semantics is an exploration of how audiences perceive the concepts behind what the individual speaking speaks and how listeners get a sense of what the author writes. Saeed (2016) defines semantics as useful for studying a language's meanings. Inferentially, this indicates that language is the medium via which meaning is constructed.

Leech (1981, p.19), in his 1981 work "Semantics. In a study of Meaning", says that the comprehensive semantics of the term "Meaning" can be divided into three forms of meaning: conceptual, thematic, and associative.

According to Leech (1981), the word 'associative meaning' is an unpredictable sense with variations based on specific experiences. It refers to mental impressions that develop when referential meaning enters the mind. Leech classifies associative meaning into five categories: connotative, stylistic, emotive, reflective, and collective meaning. Each one indicates an aspect of associative meaning and everything in commonality. These meanings are significantly influenced by society and personal experience, shaping our understanding and use of language. Conceptual and thematic functions are separate from associative meaning.

The conceptual meaning of language is mainly structured according to contrastive qualities (Leech, 1981, p. 10). For example, a "woman" may be defined as +human, -male, +adult, and a "boy" could be defined as +human, +male, -adult. It relates to the logical meaning of the speech and does not rely on its context. It is also known as the cognitive or denotative meaning (Lyons, 1981). In contrast, thematic meaning results from the writer's or speaker's use of structure, emphasis, and organization to convey meaning (Leech, 1981, p. 19). This distinction helps us understand the different ways in which meaning is conveyed in language.

5.1. Conceptual Meaning: The terms 'cognitive' and 'denotative' are often used interchangeably with 'conceptual meaning'. Leech, a prominent linguist, asserts that conceptual meaning, also known as 'denotative' or 'cognitive', is the cornerstone of language engagement. Its pivotal role in a language's operational aspect is undeniable.

5.2. Thematic meaning: This type of meaning, which deals with word order and thematic roles, is crucial in achieving focus. As Leech (1981, p. 19) points out that "thematic content is a matter of choice between alternative grammatical constructions." When using thematic meaning, focus can be honed by substituting one component with another and adjusting accent and intonation. For instance, as Mao (2013) suggests, changing the object place for the subject in the passive voice can alter the sentence's meaning.

5.3. Connotative Meaning: Connotative meaning refers to the additional communication value conveyed by a phrase beyond its merely conceptual substance. It is beyond the scope of the simple meaning of a term and alludes to its characteristics in the physical world. The connotative meaning goes beyond a word's literal sense to convey something else. It is an idea or concept that extends beyond a word's literal connotation and suggests its real-world

equivalent. It is more than the dictionary definition. Leech (1981, p. 20-21) focuses on how people in the real world connect language expressions with their own experiences.

5.4. Affective meaning: This type of meaning denotes the emotional stance of the person expressing the message. According to Yusuf (2010), it is a reflection of the speaker's passionate emotions. Affective meaning is a critical associative meaning that immediately influences the listener's/viewer's reaction. Leech (1981) explains, it concerns how a language might represent an individual's emotions, including his perspective toward a listener or something he is discussing. This meaning is deeply connected with the sense of society and can be communicated effectively in both direct and indirect ways, depending on the situation.

5.5. Reflective meaning: Leech (2003) explains that reflecting meaning is expressed by association with additional meanings of the same expression, respectively, or a meaning that occurs when a single interpretation of a word constitutes a component of our reaction to a different one. Reflected meaning occurs by associating with other senses from the same environment. It is the result of an individual's awareness and imagination.

5.6. Social meaning: Language conveys social context through stylistic meaning. Social meaning is community-acquired and conveyed. Stylistic meaning depends on the age category and considers speaker attributes and language situations. In other words, it implies that humans can interpret the social significance of a text by discerning the different aspects and levels of style within the same language (Leech, 1983).

5.7. Collective meaning: Leech (2003, p.104) mentions that collective meaning is the relatedness of words whose meanings are prevalent in their surroundings. So, it connects with the frequent co-occurrence of words customarily corresponding to certain words (Mao, 2013)

6. Methodology

This study focuses on conducting functional semantics on cosmetic Advertisements. The study adopts Leech's semantic theory (1981) to analyze the meanings that appear in advertisements. The data is gathered from the official sites of (l'oréal, Nivea, Neutriherbs, Covergirl, Twasa and LUX). The data on cosmetics is organized by product type and examined using Leech's type of meaning. The study is based on the most viewed and best-selling advertisements.

7. Discussion

The study applies Leech's semantic theory, which was published in 1981. Leech (1981, p.19) divides meaning into conceptual, thematic, and associative. Associative meaning has five subtypes: connotative, stylistic, affective, reflected, and collective meaning. Each represents part of the associative meaning.

The advertisements genre is a complex and intriguing linguistic domain, rich with concealed significance. It is not just a specific arrangement of words but a carefully crafted narrative that captivates the audience, as seen in L'Oréal's advertising for shaving gel.



Figure: 1

The term (Softens coarse hair) has a connotative implication, referring to a condition that depicts healthy skin and makes it look fresher rather than damaged. Furthermore, guys use it with a very broad sense. This is a form of self-care, particularly aimed at improving the appearance of the skin so that it seems healthier and more radiant.

The terms 'close' and 'extra' carry a significant connotative sense, emphasizing the importance of skin protection when using shaving gel. The term 'extra' is particularly potent, highlighting the gel's superior protective power, ensuring the skin remains safe and clean, making you feel secure and cared for. This advertising implies in the minds of men that using this product will give them control over their emotions (a comfortable shave) and make them feel relaxed. The implication meaning of this advertising is to empower you to control the shaving experience.

The proposition 'for' also carries a strong connotative sense, typically indicating usage, reason, or purpose. It specifies the intended user or beneficiary of something, conveying meaning based on the audience's understanding of the word.

On the other hand, the advertiser emphasizes positive self-representation in the receivers' perceptions. In order to encourage positive self-image and representation, the advertisement flatters the readers by highlighting their positive qualities. This method makes advertisements more appealing by instilling pleasant pictures in the readers' minds. The advertisement stimulates readers' desire and persuades them to purchase the product, making them feel appreciated and valued.

Another linguistic strategy used in cosmetic advertisements is Connotation. A connotation refers to meaning "beyond words' conceptual/denotative meaning (Love, 2012). Connotative meaning is usually explicated due to its nature. as in the following advertisement's Neutriherbs.



Figure: 2

The advertising for Neutriherbs above shows that the beauty product advertiser uses enormous linguistic elements to attract women's minds and attention. Linguistic features like "lightness, whitening" can be used to promote and render their products more compelling and useful. The word "lightness" has a connotative meaning, such as luminous skin style, brilliant skin, firm skin, and a softer appearance, which are features that women look for; hence, Advertisements lead women to be convinced that the advertiser is more knowledgeable about skincare, so women must take this product to keep their skin from becoming dark. Non-white women are enticed to take skin-whitening creams or anti-ageing vitamins in order to resemble the woman in the advertising, who is white and faultless.

The advertisement's copywriter uses short lines and phrases to attract women's attention while avoiding exhaustion due to extended sentences. Using non-linguistic elements like the number (100%) conveys faith in the intended beauty product. It also indicates that this is the only beauty product to provide the woman with the perfect face, faultless skin, and the most pretty and bright cheeks. Furthermore, Readers may be taken aback by the frequent use of imperatives in advertisements, considering the variety of strategies used to present them more suitably.

Imperative verbs form an imperative sentence. When reading an imperative statement, it always sounds like the speaker is ordering someone around. Imperative verbs do not allow for questioning or discussion, even if the sentence is polite. Making an advertisement sound like an "order" strengthens and makes you feel compelled to act. You are made to appear to be ordered to do something, such as buy the product right away, rather than being asked to do so. Being assertive is more likely to produce results.

The exaggeration strategy, often seen in advertisements, involves making bold claims about the product's effectiveness, such as 'within two weeks, this product can treat all skin diseases'. This linguistic feature is designed to target the largest number of consumers and to convince the customer that the products will fix their skin problems. For instance, cuticle whitening products often remind customers to lighten the blackish scars on their skin. The advertisement implies that these skin disorders are diseases that must be cured. Exaggeration

is a strategy to stimulate the audience to buy the product, promising it will rid them of their problems and bring satisfaction.

Ads often use catchy phrases to attract the consumer's attention to thematic meaning. An effective advertising slogan can significantly influence the consumer's decision to buy the product. According to Duboviciene and Skorupa (2014), a perfect advertisement is made in brief and unique language. It can be readily received and stay in the consumer's memory. In the modern age, most advertising uses semantic standards to create compelling slogans that resonate with the audience. Thematic meaning can be defined by how the speaker conveys a specific message through vocabulary choice, word order, and emphasis. Lyons (1995, p. 154) says that one segment of a sentence's meaning is typically characterized as not a segment of its proportional content as thematic meaning. As shown in the advertisement for "Covergirl."



Figure: 3

Covergirl's advertisement strategically employs the term 'Happy Holiday' as a theme for the new product. This concept is not just a random choice but a clever marketing tactic. The term 'Holiday' is often used to market new holiday-themed products, and in this case, it persuades the consumer that this product is perfect for their vacation.

Advertisers utilize a variety of techniques to persuade women to buy their products. Their positive self-representation is clear when they promise their product will make a woman seem lovely with eyelashes on vacation. The advertisement focuses on the cognitive side of consumer thoughts by connecting the word 'holiday' to various themes, including gifts, discounts, travelling, relaxation, and shopping. All of these concepts are closely related to the topic of the slogan, understanding that people are more open to making emotional connections over the holiday season.

The 'holiday' theme in the advertisement adds a sense of urgency. Advertisers employ this approach to convince consumers that this product will only be available for a limited time, compelling them to act immediately and purchase.

Another thematic meaning in the Covergirl advertisement is beauty. This advertisement helps to shape women's perceptions of ideal beauty by depicting a specific sense of beauty. The words, phrases, and taglines used in Covergirl product advertisements may convince individuals to form a specific idea of beauty.

This advertising demonstrates the beauty concept by featuring a woman with a white, bright, and glowing face. Finally, the commercial campaign makes individuals assume, "I must have face skin like her to be called beautiful." The advertisement employs the strategy of drawing attention to inner beauty. This method goes deeper into women's psychological characteristics when promoting their products. The advertisement reinforces the idea of beauty by utilizing phrases like "sparkle by night, shine by day and Rhapsody in blue."

The advertisement uses this method to persuade ladies that self-discipline in their daily routine will expose their inner, more authentic beauty. On the other hand, the advertisement targets specific beliefs that women hold about beauty.

The concept of ideal beauty can be interpreted as a philosophy in beauty product ads because everyone is influenced by his or her ideological perspective on society's dominant power relationship.

Sutton (2009, p. 68) says that advertisements will represent part of the advertiser's personal beliefs and values while attempting to influence the audience. It wants to ensure that readers understand the concept and promise of the product, which claims to make individuals more beautiful with white and shining skin.

Regarding affective meaning, Emotion significantly impacts several cognitive functions in humans, such as perception, attention, memory, reasoning, and problem-solving. It significantly impacts attention by regulating specificity and stimulating action and behaviour. Emotion additionally plays a role in the encoding process and aids in efficiently retrieving information. Ads for cosmetics, such as LUX products, frequently use the Affective/emotive-meaning method, as illustrated in (figure 4).

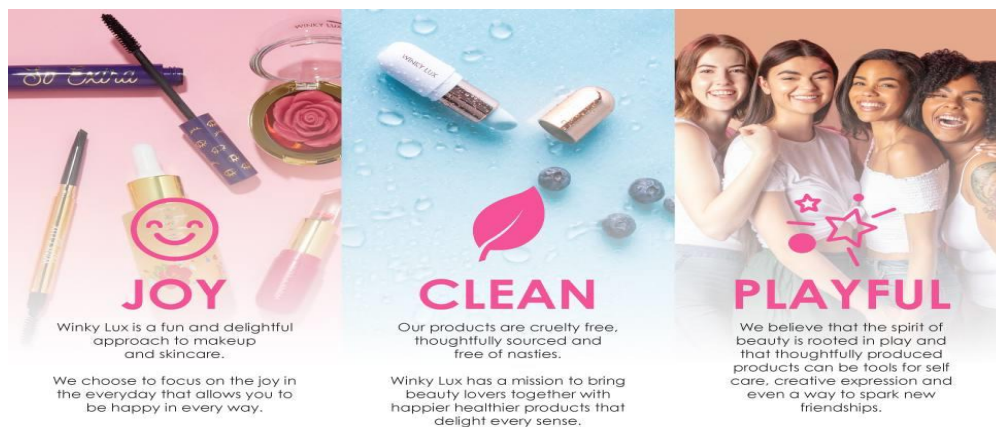


Figure: 4

In this Lux advertisement, the copywriter offers the audience happiness and delight in production. The advertisement's copywriter imposes a commitment mentality toward the product, which results in positive customer compliance. Another method to describe the affective/emotive sense is to use terminology like "joy, playful, delightful, spirit, and happy."

Emotions have also significantly impacted how people respond to messages (Lewinski et al., 2014). Similarly, adopting an emotive theme in advertising pulls the audience's awareness to the commercial while increasing the product's appeal and generating stronger brand recall. According to Page et al. (1990), emotionally charged advertisements are, in fact, more likely to be remembered than other advertisements.

It's crucial to recognize that emotions and cognition are not isolated, but deeply interconnected. Emotions significantly influence our key cognitive actions: perception, recognition, and decision-making. This understanding can guide us in making more informed decisions in our daily lives, including our consumer choices.

Grigaliunaite and Pileliene (2016) claim that advertisers frequently utilize words to elicit pleasant feelings such as joy, pleasure, laughter, and enjoyment. These adverts attempt to associate positive feelings with the supplied item or service by instilling a sense of optimism and affinity.

The use of positive words such as pleasure or happiness in advertising is not merely a linguistic choice, but a strategic one. These words activate specific brain regions, fostering a positive association with the advertised brand or product. This can effectively persuade and convince individuals to choose the marketed product, demonstrating the persuasive power of positive language in advertising.

Linguistically, the copywriter attempts to influence the audience's response positively. These language techniques are an efficient way to capture the viewers' attention. Due to the association of emotive meaning, trying to Attract a specific society group. They target the female customer-ship because Emotional things are very relevant in women. Affective meaning shows the effectiveness of this strategy used by the copywriters to win the viewers' feelings.

When it comes to Semantic meaning, collocation plays a significant role. Collocative meaning refers to the influence of certain word combinations on the overall meaning of the message, as demonstrated in Twasa's advertisement.



Figure: 5

Semantically, the phrase in the advertisement above, "Brightening Serum. brightens dull, tired, and lifeless skin," implies that this product is crucial for enhancing our skin. The ad's copywriter attempts to persuade the audience cognitively by relating one meaning to multiple notions. These phrases may have a potent combination for conveying a strong meaning. The word "Brightening" in the tagline has a deeper meaning, such as purity, cheer up, glowing, cleanliness, and healthy skin. On the other hand, the term "brightening" indicates how a product formulation can reduce sun and pollution-induced skin discolouration while promoting a more youthful, smooth appearance and even tone." Typically, brightening refers to boosting the radiance or liveliness of the skin. If one's skin is dull, one may want to make it more radiant.

The advertisement employs consumer persuasion by creating positive mental images. The advertiser strategically uses collective meanings like 'tired' and 'lifelessness' to imbue the slogan with a powerful, unique, and effective meaning. Based on the collocation dictionary, Twasa uses this linguistic technique to persuade women that their product can transform their appearance, infusing their skin with a pure energy that promises a perfect look.

The advertisement manipulates women by employing positive self-representation to convey information about their skin-lightening products effectively. This beneficial depiction is supported by scientific evidence, providing the audience with a sense of being well-informed. The copywriter uses the collective meaning of health, "VITC," which stands for Vitamin. The abbreviation of "VITC" has collective meaning in the mind of audiences, such as (nutrition, health benefits, strong immune system, Body growth, Bone maintenance, darker skin tone, Dry Skin, etc..). On the same strategy of collective meaning, the advertiser tries to stimulate the reader's awareness by using the words "TRI-Collagen, ferulic Acid, hyaluronic Acid," which also supports the Normal Rejuvenation of Skin and avoiding wrinkles to the product's ingredients and perfect effectiveness.

The social style model categorizes people according to personality traits. Some advertisements convey implicit meanings through associative semantic relationships. The context suggests an ideological message from the advertor to readers. as illustrated in Nivea's ad.



Figure:6

In this advertising, the copywriter attempts to convey an in-depth awareness of the meaning. Nivea produces a wide range of products for guys. Nivea's ad utilizes linguistic techniques to attract readers' interest. Therefore, "men" indicates that the product is intended for guys.

According to the Oxford Dictionary, "men" refers to an adult human male. The word "man" has an implicit meaning: someone adult who has needed.

The linguistic style in the Nivea advertisement is characterized by simplicity, brevity, and directness. The use of direct speech, particularly the address to 'men ', is a clear indication of the targeted approach to male consumers. This choice of language is respectful and polite, aligning with the audience's expectations.

Regarding Exaggeration style, here means adding exaggerated features and a stronger effect than reality or truth. This method helps highlight the product's positive value and benefits and creates a mental image for the viewer. The exaggeration appears in the advertisement using "UP TO 100% FLAKE FREE, WORKS FROM THE 1st WASH." This method is used in advertisements to create a mental image of the results of the product after use, such as the density, softness, and length of hair due to its use of Neva men's shampoo.

The exclamatory style was used to indicate astonishment or something rare. The method of exclamation is defined linguistically as a method used to express admiration or astonishment at seeing something wonderful that a customer sees with his own eyes or astonishment at something that may be rare. This technique is clear in advertisements, as seen in "MEN! THIS IS YOUR" and "TRY IT NOW!"

This advertisement uses a second possessive pronoun, 'your.' It is used to build a close relationship with the audience. Besides, the producers use the possessive pronoun 'your' to convince people to use the product as a recommendation from a friend. The word 'your' creates friendly relationships with the audience and is also considered to greet consumers directly.

The Nivea advertisement employs the imperative style to direct information to the consumer. This style is also used to express requests and give instructions or advice, as seen in the phrase 'TRY IT NOW!'. The use of the imperative style guides the consumer with unwavering confidence, leaving a deeper imprint than a more passive approach.

8. Conclusion

The study concludes that e-cosmetics advertisement copywriters use semantic features such as conceptual, thematic, and associative meaning as a persuasive, manipulative strategy. It shows that subcategories of associative meaning, such as semantic, stylistic, emotional, reflective, and collective, are frequently employed to influence consumer decisions and beliefs.

Moreover, the study brings to light the persuasive power of familiar words in e-cosmetics advertisements. These words, strategically chosen by advertisers, not only inform but also compel consumers to glance at the advertisements. The study concludes that these words, carefully selected for their persuasive power, play a crucial role in convincing the readers about the product's value, thereby fostering successful communication between the readers and the advertisers.

Appendixes

Number of Figures	Link of Figure	Company name
Figure:1	https://prokare.in/products/loreal-men-expert-hydra-sensitive-shaving-gel-200ml	prokare
Figure:2	https://neutriherbs.com/it/products/neutriherbs-vitamin-c-serum-lightening-cream	Neutriherbs
Figure:3	https://rexcreations.com/Covergirl	Covergirl
figure: 4	https://www.gosupps.com/winky-lux-matcha-lip-balm-all-day-non-tinted-lip-balm-stick-hydrating-all-natural-green-tea-extract-0-14-oz-coconut.html	Winky Lux
Figure: 5	https://www.twasa.com/products/vitamin-c-sheet-mask	Twasa
Figure:6	https://manbox.co.za/grooming/win-r-with-new-nivea-men-anti-dandruff-shampoo/	Nivea

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