

The Linguistic Characteristics in Anti-aging Cosmetic Advertisements

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Abstract

Advertisement language, as one variety in the field of register, holds its own characteristics. The success of an advertisement relies on a lot of factors, among which language adopted in the advertisement cannot be ignored. This research aimed to analyze the most frequent linguistic characteristics that appear in anti-aging cosmetic advertisements. The study analyzed 50 samples, which were selected online at random. The results of this research indicated that some “*fighting*” words, imperative sentences, metaphors, and exaggerations were four notable linguistic characteristics that possess the highest frequency in anti-aging cosmetic advertisements, with “*fighting*” vocabulary as the most distinctive. The finding of those “*fighting*” words in anti-aging cosmetic advertisements can be seen as a novel discovery, which has not been noted in previous studies. Those four salient features could hold persuasive, appealing, impressive, and influential effects, and in turn, they work together to attain a successful advertisement. The findings in this research can contribute to register study and have practical implications for manufacturers or those interested in the relationship between language and marketing on how to use language to deliver impressive, appealing, and successful advertisements.

Keywords: linguistic characteristics, cosmetic advertisements, anti-aging products, “*fighting*” vocabulary.

1. Introduction

With the expansion of economic globalization, English plays an increasingly significant role in the development of the economy and the society. At the same time, English, as a lingua franca, is also an important tool during the process of international communication. It is hardly possible not to recognize the importance of English in the advertising industry in the international market. We can hear and see many kinds of advertisements in English from different channels, such as the Internet, TV, radio, books, posters, newspapers, magazines, messages, physical shops and some other ways, every day and everywhere.

Advertisements are clever puzzles, which contain conscious intention behind the text, for the purpose of attempting to capture our attention (Goddard, 1998). The language adopted in cosmetic advertisements, is different from language preferred by politicians in their political speeches; language used in classrooms; or language frequently employed in news reports. These phenomena are usually termed “register” from the perspective of sociolinguistics. A lot of literature probes into the definitions of “register”. Trudgill (1974, as cited in Ulfah, 2010) defines register as a language variety that is shaped by the work environment. Chaika (1994) holds the idea that register is a language style and functional variety of speech, which may be associated with a particular social occasion (as cited in Ulfah, 2010). Biber and Conrad (2009) state that register is a kind of language variety, which can be used in a particular situation with a particular communicative purpose. Registers are described for their typical lexical and grammatical characteristics, which are their linguistic features. Their main argument is that linguistic features are always functional when considered from a register perspective (Biber & Conrad, 2009). Some previous researchers studied linguistic features used in advertisements. For example, Kaewjumpasee (2013) conducted a project to study the lexical and syntactic features in condominium advertisements and found that some words; nominal groups; present tenses; and sentence structures (such as imperative sentence and interrogative sentence) appeared most frequently. These features aimed to arouse attention, make the readers understand, and provoke immediate purchasing actions. Bai (2018) studied the language characteristics in cosmetic advertisements, from the perspectives of lexical, rhetorical level and sentence structure and noted that some adjectives, such as “*fresh; new; healthy; silky; soft; and smooth*” appeared frequently in cosmetic advertisements. A kind of sentence structure, namely imperative sentence, also gained high frequency, for example,

- (a) *Don't be afraid. Don't worry travel in summer.*
- (b) *Let skin young twice a day.*
- (c) *Come and experience the world...As you never experienced it before...*

However, Bai's study not only focused on lexical and sentence structure analysis, but rhetorical devices were also included. For example, the advertisement of *CLINIQUE* skin cream: "*Never go thirsty again*", which implied that if our skin lacked water, it might feel like it was a little "thirsty". The personification device adopted in this advertisement vividly attracted the potential consumers' attention, and further it functioned to persuade customers to purchase the recommended products. Johnson (2008, as cited in Searing & Zeilig, 2017) noted that language must be seen as integral to the images created by advertising. Actually, many previous studies combined language features with rhetorical devices to map linguistic characteristics image for cosmetic advertisements. According to Chetia (2015), rhetorical devices serve as a tool to lend beauty, variety, vividness, force, and power to the language, which can appeal to readers. The rhetorical devices mainly consist of simile, personification, metaphor, hypophora, parallelism, pun, and exaggeration. The appropriate use of certain rhetorical devices can also contribute a lot to the success of English advertisements. Manufacturers tend to employ some language characteristics, which are suitable for the advertisement context, and at the same time could possess persuasive effects to achieve an appealing and convincing purpose. Shah and Saher (2019) conducted a study on rhetorical devices used in beauty product advertisements. It noted that hyperbole, alliteration, and analogy appeared most frequently, and were adopted as persuasive techniques for purchasing. The study confirmed that language was a powerful source for communication and persuasion and that it has emotional influence on people.

Matthews (2013, as cited in Searing & Zeilig, 2017) stated that almost two-thirds of facial skincare market sales globally were from facial moisturizers and anti-aging products. As the preoccupation with appearance extends, women who are of middle age (between 40 and 60 years) begin to be afraid of the loss of youth in modern society, which is especially reflected in the aging face (Honigman & Castle, 2006). The increasing number of older people will become one of the major market drivers for anti-aging products (Searing & Zeilig, 2017). To meet this group of people's needs, a kind of cosmetics called anti-aging cosmetic products began to appear on the market, and quickly caught females' eyes. These products tried to improve customers' emotional and psychological well-being through attempting to negate the physical effects of aging by enhancing appearance. In order to achieve the prospective expectation, manufacturers need to polish their language used in these advertisements. As a result of the attention gained by anti-aging product cosmetics, some researchers began to further examine the linguistic characteristics in anti-aging cosmetic advertisements. Arroyo studied "ageing youthfully" products based on various rhetorical devices; it specifically figured out that some medical English words were adopted as a rhetorical device in anti-aging product advertisements to try to

persuade customers by demonstrating their scientific features (Arroyo, 2014). Honigman and Castle (2006) explored aging and cosmetic enhancement. This research studied cosmetic enhancement in the elderly by adopting anti-aging products to maintain a more youthful appearance, and noted that emotional and psychological well-being could be influenced by the language adopted in the advertisements.

From the above literature review, we can see that there have been a large number of previous studies on language features used in advertisements or cosmetic advertisements. However, not many studies have been conducted on language characteristics of anti-aging cosmetics advertisements. Besides, many previous studies only focused on lexical and syntactical features or rhetorical devices, with only few researchers combining them together to conduct studies on anti-aging cosmetic advertisements. Therefore, to have a clearer picture of the linguistic characteristics in anti-aging cosmetic advertisements, deeper research should be conducted. Manufacturers take advertisements as one of their powerful “weapons” to open the market and promote their products (Bai, 2018). As a result of that, a successful product may depend a lot on the external factor--advertisements, besides its internal factor--quality. In the present study, we suppose that manufacturers tend to possess the belief that they are selling a dream (a dream to become younger) rather than only a product when they deliver anti-aging cosmetic advertisements. Therefore, it is both interesting and significant to study linguistic characteristics in anti-aging cosmetic advertisements used to achieve appealing, persuasive, impressive, and influential effects. The researcher attempts to probe into the linguistic characteristics that appear frequently in anti-aging cosmetic advertisements, thus contributing to register study, and to provide some insights into linguistic strategies for successful anti-aging cosmetic advertisements.

2. Research Methodology

Samples and data collection procedures

In the present study, the researcher attempts to adopt Biber and Conrad's (2009) definition and argument of register, together with rhetorical devices defined by Chetia (2015) to conduct the project. To conduct this study, the researcher mainly focused on anti-aging cosmetic advertisements, whose potential consumers were females who are aged 40 to 60 years. A total of 50 anti-aging cosmetic advertisements on the Internet were all selected from the website www.google.com, by inserting the key words: anti-aging cosmetic advertisements in the search box. The 50 anti-aging cosmetic advertisements were selected randomly. The brands were from both western and eastern countries all over the world. Sometimes, one cosmetic brand may have more than two advertisements because they belong to different types of anti-aging

products. After selection, the researcher wrote down the text of each brand's cosmetic advertisement in a file for data analysis later.

Data analysis

After data collection, linguistic features were carefully analyzed. The literature of previous research on language features in advertisements or cosmetic advertisements mainly look at lexical and syntactic characteristics (Kaewjumpasee, 2013) or rhetorical devices (Chetia, 2015; Shah & Saher, 2019) or integrating both lexical and syntactic characteristics with rhetorical devices (Bai, 2018; Arroyo, 2014). In the present study, the researcher also adopted the integrated method, which is a combination of the three aspects, to explore linguistic characteristics in anti-aging cosmetic advertisements and to find out the effects of these frequently appearing language characteristics.

To identify the lexical characteristics, the researcher planned to analyze the vocabulary which has the highest frequency in the collected data. To identify the syntactic characteristics, the researcher mainly analyzed the sentence structures in the data. Then, in order to analyze the rhetorical devices adopted in these advertisements, the researcher examined some noteworthy rhetorical devices that appear frequently. After the analysis of the three aspects of language features, the researcher provided a summary about the linguistic characteristics adopted in the anti-aging cosmetic advertisements.

3. Results and Discussions

This part will firstly introduce the research results of the linguistic characteristics from three aspects, namely: lexical characteristics; syntactic characteristics; and rhetorical devices. Based on the research results, the most frequent linguistic characteristics that appear in each aspect will be selected for further discussion.

1. Lexical characteristics in anti-aging cosmetic advertisements

From the data of lexical characteristics, it is found that there are three types of vocabularies that appear frequently: words that contain the concepts of “*young*”, “*old*” and “*fighting*”. There are 261 words in total in the studied 50 anti-aging cosmetic advertisements texts. To be specific, words containing the concept of “*young*”, which appear 15 times (6%), mainly include “*younger*; *youthful*; *youth*; and *flawless*”. Sometimes, advertisements may adopt different words to express the same underlying meaning. For example, in sentences (1), (2), (3) and (4), the manufacturers adopted four different words “*younger*; *youth*; *youthful*; and *flawless*” to refer to the same perception of “*young*”.

- (1) *Now crack the code to **younger** acting skin.*
- (2) *Recapture the look of **youth**.*
- (3) ***Youthful** radiance in just 7 days.*
- (4) *Simply **flawless**.*

Another type of words containing the concept of “old”, appears 17 times (7%), which consists of “aging; mature; wrinkle; and line”. Similarly, words such as “aging; mature; wrinkle; and line” in sentences (5), (6), (7) and (8) are all selected to signify the concept of “old”. The four advertisements below used these four quite different words to imply old age listed as follows:

- (5) *Join me in the battle against **ageing**!*
- (6) *Gives **mature** skin the extra care it deserves.*
- (7) *Visibly correct **wrinkles** in just two weeks.*
- (8) *Reduce of appearance of **wrinkles** and **lines**.*

In the studied 50 anti-aging cosmetic advertisements texts, words containing the concept of “young” appear 15 times (6%), while words containing the concept of “old” appear 17 times (7%). This phenomenon might imply that manufacturers don’t care about adopting the direct and impolite words that carry the idea of “aging” or the indirect and polite words carry the notion of “young” to deliver their advertisements, which might be determined by manufacturers’ personal preferences. However, both direct words and indirect words can possess their own particular effects. Indirect and polite “young” words could be seen as a temptation to appeal for consumers’ attention; while direct and impolite “aging” words could force people to worry about old age, and then press them to take actions to fight against old age by purchasing the anti-aging cosmetic products.

Interestingly, another group of predominant words contains the concept of “fighting”, which appear 14 times (5%) in total. Many words are selected to convey the meaning of “fighting”, which are mainly verbs, such as “fight; reverse; hold back; turn back; transform; recapture; reclaim and defy”. However, there are still some nouns (e.g. *battle; reversal; force*) that possess the same meaning of a verb, which also aim to initiate an action of fighting against old age. The most frequently appearing “fighting” words are “fight” or “fighting”. Moreover, some advertisements may combine the concept of “fighting” with “old” or “young” to achieve double effects, for example,

- (9) *Join me in the **battle** against **ageing**!*
- (10) ***Fight** oxidation, **fight** aging!*
- (11) ***Recapture** the look of **youth**.*
- (12) ***Reclaim** your **flawless** complexion.*

In sentences (9) and (10), manufacturers combine “*battle* and *fight*” with “*aging*” to express their call for fighting against aging, while in sentences (11) and (12), manufacturers combine “*recapture*” with “*youth*”, and “*reclaim*” with “*flawless*” to emphasize the perception of “*young*”.

Crystal and Davy (1983, as cited in Bai, 2018), stated that informing and persuading were two main functions performed by advertisements. Bai (2018) noted that persuasion should be the primary function when talking about a successful advertisement. These “*fighting*” verbs could maintain underlying effects of evoking direct, urgent, and immediate actions, which all try to convey the necessity and urgency of fighting against old age. At the same time, these verbs could tempt women’s desire to maintain a younger look, and finally may achieve a convincing effect. Among the “*fighting*” verbs, the direct word “*fight*” appears most frequently, which implies that old age is like our “*enemy*”, we should fight against it directly right now. For example, the advertisement of *VLCC: Now fight the signs of aging*, the manufactures use the direct verb “*fight*” to imply the unbearable feeling of aging, and directly hope to drive a rebelling behavior. Since the purpose of anti-aging cosmetic advertisements is to convince women to launch immediate actions to buy their products, to some degree, it is quite necessary and helpful to adopt these “*fighting*” verbs to evoke quick actions.

2. Syntactic characteristics in anti-aging cosmetic advertisements

According to the research results, two noteworthy sentence structures appear frequently, namely, exclamatory sentences which appear 8 times and imperative sentences which appear 14 times. In the present study, the researcher adopts the definition of exclamatory sentence which conveys a strong emotion and ends with an exclamation mark (!), rather than the sentence structure which begins with “*what*” or “*how*”. Exclamatory sentences make a statement, which is similar to a declarative sentence, but it could convey a stronger or more forceful emotion. Some exclamatory sentences are listed as follows.

- (13) *I’m 58... But look like I’m 38!*
- (14) *Reverse the face of time, now!*
- (15) *Transform your skin with confidence!*
- (16) *Hurry! Claim your risk-free trial today!*
- (17) *It’s time to say goodbye to aging skin!*
- (18) *Join me in the battle against ageing!*
- (19) *Fight oxidation, fight aging!*

Sentences (13), (14), (15), (16), (17), (18), and (19) all employ exclamatory sentences to deliver their advertisements, to show a strong emotion towards the events they are expressing. These exclamatory sentences make their

statements possess strong emotion or excitement. For example, in the sentence “*Reverse the face of time, now!*”, the manufacturers want to show their strong emotion towards changing females’ appearance by maintaining their young look. And the sentence “*Hurry! Claim your risk-free trial today!*” also shows strong and urgent emotion to provoke an immediate action to fight against old age.

The research results also show that another notable sentence structure appears frequently in the studied 50 advertisements, which is imperative sentence. Imperative sentence refers to a type of sentence, which can give instructions or advice, and express a command, an order, a direction, or a request. Imperative sentences used in advertisements can convey the concept of a mild command with a selling point, and at the same time ask for an immediate action (Arroyo, 2014). Therefore, this typical sentence structure is widely adopted in many kinds of advertisements, especially in anti-aging cosmetic advertisements for females. Several advertisements are listed as follows.

- (20) *Join me in the battle against ageing !*
- (21) *Choose your destiny now!*
- (22) *Discover the force to defy aging.*
- (23) *Now fight the signs of aging.*
- (24) *Recapture the look of youth.*

In sentences (20), (21), (22), (23) and (24), manufacturers all employ imperative sentences to suggest that the audience are the key person. Imperative sentences thus could further express mild commands for the listeners, and call for quick actions. For example, advertisement of *OLAY: Join me in the battle against ageing!* The sentence is a mixture of both exclamatory sentence and imperative sentence, which could achieve double effects of strong emotion towards the old age and the urgency to fight against it. Another advertisement is *VLCC: Now fight the signs of aging.* In this sentence, an imperative sentence is also selected to try to evoke a quick and emergent behavior of fighting against the signs of old age. Therefore, the effects of imperative sentences in anti-aging cosmetic advertisements are as follows: 1) appeal to the potential customers’ attention, 2) convey a mild command, and 3) directly drive an immediate purchasing action. And sometimes, the manufacturers may combine two sentence structures together to achieve double effects they expect, such as the advertisements of *OLAY* in sentence (20) and *COLOURB* in sentence (21).

3. Rhetorical devices in anti-aging cosmetic advertisements

Rhetorical device is a tool to lend beauty, variety, vividness, force, and power to the language, which can appeal to readers (Chetia, 2015). According to the research results, three rhetorical devices gain the highest frequency in anti-aging cosmetic advertisements. They are the use of metaphor,

exaggeration, and parallelism; and they appear 6 times, 11 times, and 7 times, respectively.

Metaphor is typically viewed as a characteristic of language, which could be a guide for future action (Lakoff & Johnson, 1980b). A metaphor is a natural part of conceptual thought, and a process of mapping between two different conceptual domains, the target domain and the source domain. Mapping between source and target in some linguistic expressions, can create a coherent and convincing effect, which is regarded as an important feature of creativity (Lakoff & Johnson, 1980a; Allan, 2008; Simpson, 2014).

As for parallelism, Langan (2004) noted that words in a pair or a series should have parallel structure, so that they will possess the same kind of structure, which could make a sentence clearer and easier to read. A sentence that possesses parallel structures is considered to employ parallelism device.

As for exaggeration, it can be seen as a device or method people use to describe something as being better or worse than it actually is. Some brands which adopt exaggeration device in their advertisements are listed as follows.

(25) *SHISEIDO: Visibly correct wrinkles in just two weeks.*

(26) *L'OREAL: Skin looks 5 years younger in 4 weeks.*

(27) *LANCOME: Youthful radiance in just 7 days.*

(28) *Aveeno: Wake up and see fewer wrinkles.*

The advertisements of *SHISEIDO*; *L'OREAL*; *LANCOME*; and *Aveeno* in sentences (25), (26), (27), and (28) all employ exaggeration as a device. Advertisements such as “*Skin looks 5 years younger in 4 weeks*” or “*Youthful radiance in just 7 days*” sound unbelievable or amazing. However, manufacturers just adopt these exaggeration devices to appeal to females’ eyes as well as highlight the special effects or functions their products possess. The widespread use of exaggeration might be a quite distinct feature that differentiates anti-aging cosmetic advertisements from other cosmetic advertisements.

Another rhetorical device also appears frequently, which is the use of parallelism. In the following sentences (29), (30), and (31), “*fight oxidation and fight aging*”; “*look younger and feel healthier*”; and “*wake up and see fewer wrinkles*” all employ parallelism to show the clear organization and harmonious rhythm by using two or more similar parallel patterns. In the sentence “*look younger, feel healthier*”, the use of parallel structure makes the sentence smooth and clear and, at the same time, adds the beauty rhythm to the advertisement, which in turn could appeal to customers’ ears and eyes.

- (29) *Look Younger, feel healthier.*
 (30) *Wake up and see fewer wrinkles.*
 (31) *Fight oxidation, fight aging!*

The third typical rhetorical device adopted in the studied 50 anti-aging cosmetic advertisements is the use of metaphor. A metaphor can link two objects by mapping the two domains (Dancygier&Sweetser, 2014).

- (32) *POND'S: Age **miracle**.*
 (33) *The Real Woman: Turn back the **clock**.*
 (34) *OLAY: Join me in the **battle** against ageing!*

The advertisement of *POND'S: Age miracle*, which portrays the cosmetic product as a “*miracle*” to change the age. It might be the manufacturers’ wisdom to use the word “*miracle*” as a metaphor, which could maintain an implicit meaning. It could imply that their anti-aging products can possess a magical function to fight against aging and maintain youthfulness at the same time, which may in turn draw the interests of many potential female customers. Another brand is *The Real Woman: Turn back the clock*. Life is a “*clock*” according to the manufacturers, and it can be turned back by using their anti-aging products to become younger.

In an interesting advertisement of *OLAY: Join me in the battle against ageing!* The manufacturers use the word “*battle*” as a metaphor, which can have the power of defining reality. This can encourage customers to accept the existence of old age and consider it as an external enemy or threat through mapping the two domains. As old age is mapped as women’s enemy and there is a “*battle*” between the two sides, women are called to join in the “*battle*” against old age by purchasing their products immediately. By using metaphor, this advertisement vividly describes the scene that women are having a battle with old age and offer the product as a weapon to fight against aging. Thus, the effects of the use of metaphor in anti-aging cosmetic advertisements could be said to have two functions. On one hand, it could portray an easier understanding, vivid and impressive concept in people’s mind by linking two similar domains. On the other hand, it also could display the beauty of language, and further attempt to demonstrate an appealing effect to its potential audience.

4. Conclusion

To summarize the linguistic characteristics in the studied 50 anti-aging cosmetic advertisements, four notable linguistic characteristics appear most frequently. The first type of outstanding linguistic characteristic is the “*fighting*” verbs, with the main effects of evoking direct, urgent, and immediate actions; as well as achieving persuasive and impressive effects by tempting females’ desire

to maintain youthfulness. It is worthy to note that, the finding of the “*fighting*” verbs in anti-aging cosmetic advertisements can be seen as a novel discovery as it is not mentioned in other studies. The second notable linguistic characteristic is the use of imperative sentences, which holds the effects of appealing for the potential customers’ attention, conveying mild commands, and driving immediate purchasing actions. The third linguistic characteristic notable in this study lies in the use of metaphors. There are two main effects of adopting metaphors in anti-aging cosmetic advertisements. One is to portray an easier understanding, vivid and impressive concept in people’s mind. The other is to display the beauty of language. In addition, another type of rhetorical device also attracting the researcher’s attention is the use of exaggeration, which ranks only second to the use of metaphors. The use of exaggeration in anti-aging cosmetic advertisements may hold the role of highlighting the special effects or functions those products possess as well as appealing to their potential audience. The four notable linguistic characteristics might be seen as the distinct features that make anti-aging cosmetic advertisements differ from other cosmetic advertisements, which together construct a picture of appealing, persuasive, and beautiful perception of anti-aging cosmetic advertisements.

Advertisement language, as one variety under the “umbrella” of register, possesses its own features. Advertisement plays a crucial role in the promotion of anti-aging products. A successful advertisement relies on a lot of factors, linguistic characteristics could be an outstanding one. The fundamental goal of running commercial advertising campaigns is to persuade consumers to purchase products. Therefore, the findings in this research could contribute some ideas to manufacturers to deliver impressive, appealing, successful anti-aging cosmetic advertisements. In addition, this study could also provide some inspirations for people who are interested in conducting register study.

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Appendix

Texts of the studied 50 anti-aging cosmetic advertisements

1. OLAY: Join me in the **battle** against *ageing*!
2. L'OREAL: NOW **CRACK** THE CODE TO YOUNGER ACTING SKIN.
3. LANCOME: **Fight** oxidation, **fight** *aging*!
4. BRAND: **Reversal** of Skin *Aging*
5. Elizabeth Arden: **REVERSE** THE FACE OF TIME, NOW!
6. NIVEA: GIVES **MATURE** SKIN THE EXTRA CARE IT DESERVES
7. A'LASCHE: INSTANTLY LOOK YEARS **YOUNGER**
8. NIVEA: FACE THE FUTURE WITH FIRMER SKIN
9. ALMAY: LOOK INSTANTLY **YOUNGER**
10. BMC: **HOLDING BACK** THE YEARS
11. SHISEIDO: Visibly Correct *Wrinkles* In Just Two Weeks
12. Ultimate skincare (US): the secret to beautiful skin
13. L'OREAL: Skin looks 5 years **younger** in 4 weeks
14. Complexion MD: NEXT GENERATION SKIN CARE
15. SECRET STRIPS: Your Second Skin
16. The Real Woman: **TURN BACK** THE CLOCK
17. LANCOME: **YOUTHFUL** RADIANCE IN JUST 7 DAYS
18. POND'S: age miracle
19. It cosmetics: **Transform** your skin with confidence!
20. BAZAAR: WOMEN TESTED. EDITOR. APPROVED.
21. COLOURB: CHOOSE YOUR DESTINY NOW!
22. ALGOTHERM: **YOUTH** EXPERTISE CARE
23. Lumirance: BETTER FACELIFT
24. TOTAL AGE REPAIR: HURRY ! CLAIM YOUR RISK-FREE TRIAL TODAY!
25. L'OREAL: **Fight** 15 Signs of *Ageing*
26. OLAY: BOOST CELL RENEWAL
27. DV: IT'S TIME TO SAY GOODBYE TO *AGING* SKIN!
28. CHANEL: **RECAPTURE** THE LOOK OF **YOUTH**
29. Sulwhasoo: UNLOCK THE SECRET
30. ESTEE LAUDER: 3 years? 5 years? 10 years? How much time do you want off ? New. Time Zone.
31. Dr. LeWinn: The CELEBRITY SECRET to *anti-aging*, now for everyone
32. Emergence: Timeless beauty at any age
33. AMBI: Simply **flawless**
34. Dermitas-SP: Regain Brighter, **Younger** Looking Skin
35. Kiehls: DISCOVER THE FORCE TO **DEFY** *AGING*
36. Aveeno: Wake up and see fewer *wrinkles*.

37. Nature de: Be good to your skin...
38. DERMITAGE: **YOUNGER** FACE & EYES IN MINUTES
39. Pond's: VISIBLY REDUCES **WRINKLES** IN TWO WEEKS
40. VLCC: NOW **FIGHT** THE SIGNS OF **AGEING**
41. PURA BELLA: *Wrinkle* Solution Helps
42. BIOTHERM HOMMA: AGE FITNESS
43. REVITOL: REDUCES OF APPEARANCE OF **WRINKLES** AND **LINES**
44. Pearson: To keep **younger**, keep learning.
45. OLAY: Reduce visible *lines* and *wrinkles*
46. ALGOTHERM: ALGOTIME EXPERT **YOUTH** EXPERTISE CARE
47. DERMITAGE: "I'm 58... But Look Like I'm 38!"
48. REVITOL: **RECLAIM** your **FLAWLESS** COMPLEXION
49. Rose Patia: Look **Younger**, Feel Healthier
50. DERMAGEN iQ: ACHIEVE VISIBLY **YOUNGER** LOOKING SKIN