



## Multimodal Analysis of Beauty Products Advertisements

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**Abstract:** This paper analyzes the advertisements of beauty products in Arabic TV through verbal and non-verbal aspects. The discussed items are multimodal analysis used in the beauty of products advertisements in Arabic TV and the procedures used by advertisers to guide consumers who are female. Through four dimensions of the multimodal analysis, such as, Sebeok's six types of sign, Chandler's denotation and connotation, Halliday's systematic functional linguistics (SFL), and Scollon and Scollon's geo-semiotics. This study examined 5 Arabic advertisements (each one of them has a different theme) from a verbal and non-verbal perspective. This paper concludes that Arabic advertisements biased to females rather than males to introduce the products, because they considered females as a powerful sign who use their high attractiveness to promote the products or brands.

**Keywords:** Multimodal, beauty products, advertisements, Arabic TV.

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## 1. INTRODUCTION

Terkan (2014:240) points out that "advertising is a powerful communication force and vital marketing tool helping to sell goods, services, images, and ideas through the channel of information and persuasion. It's a highly visible force in the society". In the area of business and marketing, advertisement promotes products or services positively to the audience to attract people's interest and increase the sales of the products and services. an advertisement is a marketing activity that is meant to be a public notice or officially declared as a dictionary. With its emphasis on business and management, advertisement is an effective means of promoting things or services to the consumers to draw the interest of individuals and the volume of sales for such products and services. Trehan (Ibid) says that consumers dominate the market, which means that businesses must convince and encourage customers to purchase their goods and services. This study aims

to Analyzing Arabic TV advertisements, and investigating how advertisers use verbal and non-verbal to make viewers buy into their products. The paper proceeds as follows. Section 2 introduces the theoretical background. Section 3 introduces data and methodology. Finally, section 4 presents the main conclusions.

## 2. Theoretical Background

### 2.1 Sebeok's Six Types of Sign

Sebeok (2001:43) gives six types of the sign as in:

#### 2.1.1 Signal

Sebeok (2001:44) expresses "signal is a sign which mechanically (normally) or traditionally (artificially) triggers some reaction on the portion of a receiver."

#### 2.1.2 Symptom

According to Sebeok (2001:46), "a symptom is a compulsive, automatic, non-arbitrary sign, such

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that the signifier coupled with the signified in the manner of a natural link. A syndrome is a rule-governed configuration of symptoms with a stable designatum”.

### 2.1.3 Icon

"A sign is said to be iconic when there's a typological similitude between a signifier and its denotate" (Sebeok, 2001:50-51).

### 2.1.4 Index

Sebeok (2001:53) shares that "a sign is said to be indexical insofar as its signifier is contiguous with its signified, or is simple of it".

### 2.1.5 Symbol

Sebeok (2001:55) describes the symbol as "A sign without either similarity or contiguity, but only with a conventional link between its signifier and its referent, and with an intentional class for its designatum" (Settinieri *et al.*, 2017:6).

### 2.1.6 Name

"A sign which has an extensional class for its designatum is called a name."

## 2.2 Chandler's Denotation and Connotation

Denotation and connotation are the two primary methods in semiotics. The difference between "the literal and the literal and metaphorical language occurs at the degree of the signifier, among denotation and connotation which occurs at the degrees levels of the signified" (Chandler, 2007:137).

### 2.10.2.1 Denotation

To Barthes denotation is a mode of understanding in a photograph about the primary degree of meaning. Barthes consequently saw the photo as useful for considering that usual knowledge as the literal one instead of the symbolic message of the image (Machin, 2007:23-24).

### 2.2.2 Connotation

According to Wilden (1987:224), the word "connotation" refers to the sign's socio-cultural and "individual" (ideological, emotive, and so on) aspects. All relate usually to the gender, age, sex, ethnicity, and so on of the interpreter.

## 2.3 Halliday's Systematic Functional Linguistics

In (SFL), "language as a social phenomenon is functional, i.e. it is concerned with the mechanism of text structure, function and meaning of language". The SFL model's linguistic element is divided into three metafunctions: ideational, interpersonal, and textual.

### 2.3.1 The Ideational Meta-Function

The ideational meta-function is the component that deals with how the text illustrates external reality. Transitivity is an important part of the ideational meta-function (Banks, 2002:2-3).

- **Material processes**

Egins (2004:215) states that material processes include those that concern "doing" or concrete, tangible actions.

*Example (1):*

*The lion caught the tourist*

*Actor Process Goal*

- **Mental Processes**

Halliday (1994:118) categorizes mental process verbs as comprehension (verbs of thoughts, recognizing, and understanding), affection (verbs of admiring, fearing), and awareness (verbs of awareness) (verbs of seeing, hearing).

*Example (2):*

*I believe you*

*Sensor Process Phenomenon*

- **Behavioral Processes**

Behavioral processes are the third procedure. These procedures are semantically described by Halliday as a "halfway house" among mental and material processes (Egins, 2004:215).

*Example (3):*

*Sarah is wise*

*Carrier Process Attribute*

- **Verbal Processes**

A verbal process, according to Halliday (1994), comprises three main participants: Sayer, Receiver, and Verbiage. The Sayer, or the person in charge of the verbal process, does not seem to be an aware participant (though it usually is), but can be anything that can send out a signal. (Ibid)

*Example (4):*

*John answered the question*

*Sayer Process Verbiage*

- **Relational Processes**

Relational processes encompass a wide range of ways of expressing being in English agreements. Egins (2004:214) defines the fundamental structural distinction between "Attributive and Identifying" procedures.

*Example (5):*

*I weep for you*

*Behaver process=behavioral*

- **Existential Processes**

Existentials are visible because their structure includes the word "there." According to Egins (2004), "there has no representational

meaning when used in existential processes: it does not refer to a location" (p.214).

*Example (6):*

*There is a man at the door*

*Process=existential Existent Circumstance=place*

### 2.3.2 The Interpersonal Meta-Function

The interpersonal meta-function is concerned with the correlations between the communicator and his or her addressee(s), as well as the communicator and his or her message. The mood is an important aspect of an interpersonal meta-function.

### 2.3 The Textual Meta-Function

The textual meta-function is the portion of the possible meaning that transforms a set of clauses into a text. It, therefore, involves "thematic structure, information structure, and cohesion" (Banks, 2002:2-3).

### 2.4 Scollon and Scollon's Geo-semiotics

According to Al- Rawe (2018:20 as cited in Scollon and Scollon, 2003:3), "geosemiotics is the study of the social meaning of the material placement of signs and discourses and actions in the material world. Geosemiotics emphasizes that indexicality, action, and identity are all anchored in the physical spaces and real times of our material world."

Scollon and Scollon (2003:5-8) explains to them as follows:

- Goffman's term interaction order "is used by Scollon and Scollon to include the interaction as primary, not the language, between a broad range of disciplines from social psychology and interactional sociology to communication, sociolinguistics, and conversational analysis which develops "an understanding of how humans form social arrangements and produce social interactions among themselves, (including speech, movement, gesture)".
- Scollon and Scollon adopt Kress and van Leeuwen's term of "visual semiotics is to focus on all of how pictures (signs, images, graphics, texts, photographs, paintings, and all of the other combinations of these and others) are produced as meaningful wholes for visual interpretation, (including text and images)". "The modification of Kress and van Leeuwen's system by Scollon and Scollon serves their overall social semiotic interpretation of semiotics well". (Al-Rawe, 2018:21)
- The term place semiotics "is a coinage of sorts here without intending in any way to elevate this broad set of meaning systems to any sort of theoretical prominence, including all of the

other non-linguistic symbols that directly or indirectly represent language".

### 3. Data and Methodology

This paper analyzes 5 advertisements in Arabic TV. These ads are selected from different Arabic channels and to be analyzed on the multimodal analysis Methodologically, this paper is designed within the configuration of qualitative research. A multimodal will be used for the analysis. However, this paper sheds light on the concern of verbal and non-verbal aspects in Arabic advertisements.

### 4. Data Analysis

The verbal and non-verbal aspects of advertisements is collected to be analyzed that based on multimodal framework. Then, the ads are used in this paper are 5 from Arabic TV, and these ads based on 5 themes which are selected randomly from different channels.

#### 4.1 Sample Advertisement about Perfume (Amr Diab Eau De 34)



Image (1)



Image (2)



Image (3)



Image (4)

### 1. The Textual Analysis

On the textual level, Arabic is the favored linguistic code. These four images introduce by the artist of Amr Diab, so these four images are related to each other. They represent Amr's opinion about the perfume. These images are associated with Arabic text. There're various linguistic parts in each text.

- Ideational meta-function

a. Image (1): *وانا معاك بعيش واقدر واكون*

For the ideational meta-function, the text consists of a behavioral process, which shares to the material and mental processes, *وانا معاك* is the behavior, while *بعيش واقدر واكون* is the process (behavioral).

b. Image (2): *ولا بخاف لو ايه في هواك يكون*

These four images are representing the same idea (of perfume). According to the ideational meta-function, the text of the image forms a mental process which expressed by the verb *بخاف* in which *وانا* is the sensor and *لوه هواك يكون* is the phenomenon.

c. Image (3): *لوده جنان ايه احلى من الجنون*

Concerning the linguistic aspects of these images, the ideational meta-function shows that the text in this images involves a mental process, which is represented by the verb of loving such as *جنان*. *لوه جنان جنون* is the sensor, while *ايه احلى من الجنون* is the phenomenon.

d. Image (4): *وانا معاك ميخفش من السنين*

Finally, the images form a mental process which appears by the verb *بخاف* and this image is similar to the previous image (image No.2). *وانا* is the sensor, *ميخفش* is the process, and *من السنين* is the phenomenon.

- Interpersonal meta-function

According to this analysis, the researcher concerns on the themes that use in the text of advertisements. Types of themes are appeared in the following table:

**Table 1: Interpersonal analysis of Perfume (Eau De 34) in Arabic Advertisement**

Image No.	Theme	
	Interpersonal	Textual
1	بعيش	واقدر واكون
2	بخاف	في هواك يكون
3	ميخفش	من السنين
4		من الجنون

So, it's obvious that the writer selects certain types of themes in advertisements to reach his aim of attracting the attention of listeners to show the sequences of events of an advertisement.

- Textual meta-function

Halliday (1985a:26) declares that the tenor of discourse is related to interpersonal. Hence, it's understood by (mood, modality, person, and so on). The researcher emphasis the analysis of mood, residue, and so on, as shown in the table below:

**Table 2: Textual analysis of Perfume (Eau De 34) in Arabic Advertisement**

Image No.	Mood		Residue			Types of Mood
	Subject	Finite	Predicator	Complement	Adjunct	
1	انا	بعيش	present	واقدر واكون		Declarative
2		بخاف	present		في هواك يكون	Declarative
3	انا	ميخفش	present		من السنين	Declarative
4		جنان	present	احلى من الجنون		Declarative

As shown in the table (2), the mood and residue were founded in the Arabic advertisement, which appears that the writer uses the declarative mood in the above advertisement.

## 2. The Visual Analysis

For the visual level, with respect to Sebeko's model, the sign that appears in the images (1) and (2) means that the artist falls in love with any woman that uses the perfume. In images (1), (2), (3), and (4), the index uses light and dark to denote the color of the perfume and the bottle of it. Then, the character of Amr Diab which uses in this Arabic advertisement to attract the attention of the audience about the perfume. The phrases said by Amr Diab share his famous song. According to the denotation and connotation, denotation, there's a man who wears a different color dress. He walks toward a woman and goes alone toward his car. While the connotation of his images, this perfume makes love between two women. Two places show in this advertisement denote to different individuals and different dreams. For the gender, the artist of Amr Diab is considered by advertisers as common knowledge, is attractive to viewers, encourages emphasis on the brand message.

### 4.2 Sample Advertisement about Shampoo (Bantene)



Image (1)



Image (2)

### 1. The Textual Analysis

These two images (1,2) indicate to Arabic shampoo advertisement which appears on Egypt TV. As is mentioned previously in the above analysis, these images analyze in three meta-functions.

- Ideational meta-function

a. Image (1): كلما اللون شعري بعرضوا للتلف

The text of this image expresses a mental process كلما اللون شعري is the sensor, بعرضوا is the process, and للتلف is the phenomenon.

b. Image (2): عايزة حل نهائي يخلصني من عذاب التلف

According to the ideational meta-function, the text is also introduced as a mental process, عايزة حل نهائي is the sensor, يخلصني is the process, and من عذاب التلف is the phenomenon.

- Interpersonal meta-function

The themes of interpersonal and textual are shown in the table below:

**Table 3: Interpersonal Analysis of Shampoo (Bantene) in Arabic Advertisement**

Image No.	Theme	
	interpersonal	textual
1		كلما
2	حل نهائي	من

For the table above, it's mentioned that interpersonal and textual meta-functions are widely used advertisements in general.

- Textual meta-function

The table below illustrates the types of textual meta-function in the Arabic's shampoo advertisement:

**Table 4: Textual Analysis of Shampoo (Bantene) in Arabic advertisement**

Image No.	Mood		Residue			Types of Mood
	Subject	Finite	Predicator	Complement	Adjunct	
1	اللون شعري	Present		بعرضوا	للتلف	Declarative
2	عايزة	Present	يخلصني	حل نهائي	من عذاب التلف	Declarative

These texts in two images (1,2) represent the declarative mood, as such it assumes one who displays information and another one who receives it.

## 2. The Visual Analysis

On the visual analysis, these two images (1,2) represents by the use of indexes. The indexes express in these images that the black drawing implies the color of her hair. the denotation, there's a girl who wears white clothes and paints on the walls. On the other hand, the connotation in these two images (1,2) has a meaning that the girl's white clothes share the bottle's color of shampoo, and the paints on the walls mean that the long healthy hair. According to the place semiotics, the white place appears in both images (1,2) which shares the color of the shampoo's product. The gender that involves in these two images (1,2) is a woman rather than a man and this expresses two reasons, the first reason, this product for a woman rather than men, and the second reason, in the shampoo's product of the narrator, need a long, and beautiful hair to introduce /his/her product.

## 4.3 Sample Advertisement about Jewelry (L'azurde)



Image (1)



Image (2)

### 1. The Textual Analysis

The favored linguistic code is Arabic. These two images(1,2) introduce the L'azurde product. These two images can be analyzed according to Halliday's three meta-functions.

- Ideational meta-function  
This Arabic advertisement will be analyzed according to certain processes.

a. Image (1): يامن يليق بك الدلال

According to the ideational meta-function, this image (1) forms a relational process. يامن is the carrier, يليق بك is the process, and الدلال is the attribute.

b. Image (2): يالوحة عجزت ريشتي عن تصويرها

The second image on the other hand expresses a relational process because the text of image (2) shares to the same person. يالوحة is the carrier, عجزت is the process, and ريشتي عن تصويرها is the attribute.

- Interpersonal meta-function  
The analysis of thematic structures according to interpersonal and textual themes, the table below display's in detail the theme, analysis in these two images:

**Table 5: Interpersonal Analysis of Jewelry (L'azurde) in Arabic Advertisement**

Image No.	Theme	
	Interpersonal	Textual
1	يامن يليق	
2	عجزت	عن

Interpersonal meta-function in these two images introduces the declarative mood.

- Textual meta-function  
The analysis of mood and residue patterns is shown in the code below:

**Table 6: Textual Analysis of Jewelry (L'azurde) in Arabic Advertisement**

Image No.	Mood		Residue			Types of Mood
	Subject	Finite	Predicator	Complement	Adjunct	
1	بك	Present		يامن	الدلال	Declarative
2	يالوحة	Present		عجزت	ريشتي عن تصويرها	Declarative

In this case, these two images (1,2) express the declarative mood. It starts with the narrator presenting the characters by using the personal pronoun *بك*.

**2. The Visual Analysis**

The advertiser uses in this advertisement two different places, in image (1), the woman sets inside the car and wears jewelry which is considered a symbol of love. Whereas, in the image (2), a man who paints in the white room who considered a designer of jewelry. The analysis of denotation and connotation is will be applied in this part. In denotation, there are two characters in these two images (1,2), the first character in image (1) uses to wear the jewelry with a beautiful dress and set inside the car. While the second character in the image (2) uses to explain the character in the image (2) uses to explain the first character and this character falls in love with the first one. In connotation, these two imaged express love, beauty, and also shown the inability to express this love, it's shown in the image (2).

**4.4 Sample Advertisement about Shaving Blades (Gillette Venus)**



**Image (1)**



**Image (2)**

**1. The Textual Analysis**

The favored linguistic code is Arabic. The advertisement about shaver for women. The analysis of these two images (1,2) depends on three meta-functions:

- Ideational meta-function  
 These two images (1,2) are related to each other and to introduce the product, according to ideational meta-function, as in:
  - a. Image (1): جربي حاجة جديدة  
 The text of image (1) contains a mental process, in which *جربي* is the sensor, *حاجة* is the process, and *جديدة* is the phenomenon.
  - b. Image (2): بخطوة وحده سهله ومن غير ألم  
 The text of image (2) represents a material process, in which *بخطوة وحده* is the actor, *سهله* is the process, and *ومن غير ألم* is the phenomenon.
- Interpersonal meta-function  
 The themes of the Gillette Venus component can be explained in the table below:

**Table 7: Interpersonal Analysis of Shaving Blades (Gillette Venus) in Arabic Advertisement**

Image No.	Theme	
	Interpersonal	Textual
1	جربي	
2	بخطوة	ومن غير ألم

The analysis of interpersonal that textual themes presented here get some differences among these texts.

- Textual meta-function

The analysis of advertisement according to textual meta-function, which represents in the

following table:

**Table 8: Textual Analysis of Shaving Blades (Gillette Venus) in Arabic Advertisement**

Image No.	Mood		Residue			Types of Mood
	Subject	Finite	Predicator	Complement	Adjunct	
1	جربي	Present		حاجة جديدة		Declarative
2	بخطوة وحدة	Present		سهلة	ومن غير الم	Declarative

For the analysis above, in every phrase of the sentence, the mood component determines the type of speech role among the narrator and his/her viewers.

## 2. The Visual Analysis

In the denotation and connotation approach, there're two characters appear in the image (1), one of them explains the benefit and features of the shaver, while, the same character appears in the image (2) to explain more details about this shaver and shows to the viewers. Her legs after the use of shaver. Second, the connotation of images (1, 2) is the advertiser uses a famous character to introduce the advertisement. The sign of the character who doesn't wear clothes uses to denote the product of Gillette Venus, this product uses for hair removal and without pain. And the character uses her leg as a sign for the product. The visual semiotics of advertisement, the gesture of the character shows an image (2) indicate to the product and how can the viewers used it. The women consider as the dominant ones in this advertisement because this product is made for women with specific and sensitive skin, and this is present in two images (1, 2).

### 4.5 Sample Advertisement about Brand (Nike)



**Image (1)**



**Image (2)**

### 1. The Textual Analysis

The favored linguistic code is Arabic. This Arabic advertisement also introduces the Nike product. Such as shoes, clothes, and a veil. The text will be analyzed according to three meta-functions:

- Ideational meta-function

a. Image (1): انو هذا مولييك

The text of image (1) involves a rational process. *انو هذا* is the carriers, and *مولييك* is the attribute.

b. Image (2): محد يقدر يوكفك

The text of image (2) contains a material process. *محد* is the actor, *يقدر* is the process, and *يوكفك* is the goal.

- Interpersonal meta-function

The thematic structures will be analyzed in the following table:

**Table 9: Interpersonal analysis of Brand (Nike) in Arabic Advertisement**

Image No.	Theme	
	Interpersonal	Textual
1		مو
2	يقدر	

The interpersonal and textual themes used in this advertisement and the advertiser uses these texts to refer to the power of the female.

- Textual meta-function

The analysis of mood and residue is illustrated in the table below:

**Table 10: Textual Analysis of Brand (Nike) in Arabic Advertisement**

Image No.	Mood		Residue			Types of Mood
	Subject	Finite	Predicator	Complement	Adjunct	
1	ليك	Present		هذا مو		Declarative
2	محد	Present		يقدر	يوكفك	Declarative

The declarative mood in the table (10) is the dominant type.

## 2. The Visual Analysis

As for the visual analysis, the denotation meaning of this advertisement is there's two women, one of them wear a veil and she is playing skateboarding, whereas the other doesn't wear a veil and she played a football while, the connotation meaning is these two women which appear in this advertisement denoting to different areas and cultures. The sign that uses in image (1) is a veil as a sign of power and challenge. The advertiser uses a woman as a symbol of power, emotion, future and there's no impossible in her life.

## 5. CONCLUSION

Beauty products in Arabic advertisements involve verbal and non-verbal aspects (text and image). These advertisements were introduced on Arabic TV. Each advertisement includes text and image. Accordingly, the modes employed to display the role of female to persuade viewers to buy beauty product in Arabic TV advertisements. So, it is considered as a major role in media to encourage people about the product. Through this paper, Arabic advertisements are biased to females rather than males to introduce the products because they considered females as powerful signs who use their high attractiveness to promote the products or brands. Concerning the grammatical aspects, it is shown that material process, mental process, declarative mood, and first-person pronouns are the highest used to achieve the goals of this study.

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