

From Packaging to Perception: A Comparative Study of Linguistic Cues in Female and Male Personal Care Product Advertisement

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Master's thesis / Diplomski rad

2024

Degree Grantor / Ustanova koja je dodijelila akademski / stručni stupanj: **University of Zagreb, Faculty of Humanities and Social Sciences / Sveučilište u Zagrebu, Filozofski fakultet**

Permanent link / Trajna poveznica: <https://urn.nsk.hr/urn:nbn:hr:131:006244>

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Download date / Datum preuzimanja: **2024-10-20**



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UNIVERSITY OF ZAGREB
FACULTY OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF ENGLISH

Master's Thesis

**FROM PACKAGING TO PERCEPTION: A COMPARATIVE STUDY OF
LINGUISTIC CUES IN FEMALE AND MALE PERSONAL CARE PRODUCT
ADVERTISEMENT**

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Zagreb, September 2024

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Abstract

This thesis investigates the linguistic strategies used in the naming and description of personal care and hygiene products, such as shower gels, deodorants, and body lotions, targeted at different genders. Through a detailed analysis of product names and descriptions, this thesis aims to uncover how language in advertising constructs and reinforces gender identities and stereotypes. Utilizing frameworks from sociolinguistics and discourse analysis, the research explores the ways in which gendered language in product advertising reflects societal norms and influences consumer perceptions. By examining a diverse corpus of product advertisements, the thesis identifies patterns in descriptive terminology and rhetorical devices that differentiate products marketed to men and women. The findings emphasize the ways in which language reinforces conventional gender roles and the subtle but important ways in which advertising influences consumer behaviour and society norms.

Key words: advertising, gender, stereotypes, personal care products

1. Introduction

Advertising reflects societal norms, values, and stereotypes. It also shapes and reinforces consumer perceptions through language and imagery. In personal care products like shower gels, deodorants, and body lotions, the language used in product descriptions is crucial for targeting specific consumer groups. In order to appeal to both men and women, gender-targeted marketing frequently employs different language methods, which reinforces preconceived notions about gender.

This thesis explores the differences in the names and descriptions of personal care products aimed at different genders. By examining the language used in advertising these products, this thesis aims to uncover how language constructs and reinforces gender identities and expectations. The analysis will focus on patterns in product naming, descriptions, employed adjectives and verbs and the messages conveyed through these choices. The fields of sociolinguistics and discourse analysis provide the theoretical framework for this thesis, emphasizing the connection between language use and social constructs. Sociolinguistics studies how language reflects and influences social identities and relations, while discourse

analysis looks at how language functions in various contexts to convey meaning and achieve specific effects. Together, these approaches will help show how language in product advertising reflects and shapes societal perceptions of gender and gender stereotypes.

The thesis starts with an overview of the theoretical foundations of sociolinguistics and discourse analysis, followed by an examination of gender, stereotypes, and advertising language. Next, the research analyses a collection of product names and descriptions from various personal care products, identifying linguistic patterns and their implications. Ultimately, the thesis seeks to enhance our understanding of the relationship between language, advertising, and gender, offering insights into how everyday products are marketed to reinforce traditional gender norms. By examining the language of personal care product advertising, this thesis aims to highlight the subtle yet powerful role of language in shaping consumer perceptions and societal norms.

2. Theoretical framework

2.1. Advertising

The word advertising comes from the Latin verb *advertere*, which means to direct one's attention to an idea, product, or service by announcing an oral or written statement in public, (Rehman et al., 2019). Advertising is also defined as any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor by the *American Association of Marketing* (AAM) (Rehman et al., 2019). According to the *Oxford's Learner's Dictionary* advertising is defined as “the activity and industry of advertising things to people on television, in newspapers, on the internet, etc.” *The Cambridge Dictionary* offers a similar definition: “the activity of making products or services known about and persuading people to buy them.”

These are some of the definitions of the term advertising itself, but what meaning does advertising carry *in* and *for* our society?

Tsichla (2020: 29) offered an answer to this question by stating that advertising is, generally speaking, seen as a distorted reflection of society that highlights and exaggerates certain aspects of daily life. In a crowded media landscape, advertisers are frequently accused of utilizing this kind of distortion to push the envelope in crafting attention-grabbing advertising messages that halt people in their tracks and create hype, as Tsichla (2020: 29) has put it. Given the prevalence

of social media in today's society, when everything that can be found online can have a significant impact on one's success, it is not surprising that the advertising industry works hard to produce graphically arresting and captivating material. Additionally, since anything can emerge on social media at any time, advertisers must make the greatest advertisement possible to stand out, which may ultimately legitimize their sometimes unscrupulous practices.

However, advertising is, according to Chen and Wei (2018), the main way in which the public is informed about goods, services, and events. Customers are informed about new features, goods, and developments across a range of businesses. What is more, because it encourages consumption, advertising is vital to the growth of the economy (Bagwell and Riordan, 1991). It increases consumer demand for goods and services, which in turn boosts output, creates jobs, and advances economic expansion (Bagwell and Riordan, 1991), all of which makes advertising one of the crucial components of the marketing mix (Sethuraman et al., 2019).

2.2. Advertising and society

Given that advertising has grown to be a significant and necessary component of our society, the question arose whether advertisement shapes the perception of our society or are societal perceptions those which affect how advertising strategies are formulated?

That question doesn't seem to have a single, comprehensive answer; instead, there are two schools of thought within the so-called "mirror and mould theory." The theory proposes that advertising both reflects and shapes societal values, attitudes, and desires (Tsichla, 2020). From the perspective of the mirror, advertising represents prevailing ideals in society (Grau and Zotos, 2016: 762). Moreover, this perspective contends that the greatest achievement of advertising is to serve as a magnifying lens that provides an enlarged image of a social reality (Pollay, 1987: 104). Tsichla (2020: 31) agreed with the aforementioned propositions and added that, according to the mirror theory, advertising reflects societal norms that are already widely accepted. Because of this, both men and women in advertising have typically been typecast into prevailing notions of gender roles (Tsichla, 2020: 31). What is more, this point of view holds that the influence of advertising on a society's value system is negligible due to the numerous interconnected components in the modern socioeconomic and political environment (Tsichla, 2020: 31).

The mould point of view, on the other hand, sees advertising as a shaping tool of our society and its dominant ideals (Pollay, 1986). Put differently, the mould outlook posits that advertising

functions more like a mould that develops values toward its own ulterior goals than it does as a mirror reflecting pre-existing society standards (Holbrook, 1987: 96). Finally, individuals tend to absorb gender clichés from the media into their own conceptions of reality, developing self-perceptions and consistent behaviours to conform to the ubiquitously stereotyped representations (Tsichla, 2020). Therefore, the way in which individuals are portrayed in advertisements can affect how they perceive both themselves and other people (Pollay, 1986: 27); however, consumer attitudes and thinking on the subject may shift as they get more knowledgeable about advertising and its impacts (Eisend, 2010). Although advertising has been shown to have detrimental social impacts, the results of Pollay's (1986) thesis suggest that these effects are due more to the representations in advertising than to the advertising itself.

Which of the two aforementioned standpoints is correct is also a question to which a unanimous answer cannot be given. As Tsichla (2020: 32) has put it, one could argue that there is a continuum between the mirror and mould arguments, and this is where the truth lies. It would appear that advertising both reflects and influences culture since it functions as a system of visual representation that gives meaning inside the "circuit" of culture (Tsichla, 2020: 32). Pollay (1987: 104) went a step further and stated that neither metaphor evokes a completely satisfactory analogy and that "there's more than moulds and mirrors."

2.3. Advertising and stereotypes

So far, advertising has been defined in various ways by various authors, but there is a common denominator to all these theories, and that is that advertising revolves around grabbing people's attention.

One tool employed by advertisers to create attention-grabbing advertising messages are stereotypes. When looking for a definition of a stereotype, one can locate a variety of definitions of stereotypes in different works that not only differ in their wording, but also in what constitutes a stereotype (Eisend, 2010: 2). For instance, stereotypes are characterized as broad convictions concerning traits, roles, psychological attributes, and behaviours (Plakoyiannaki and Zotos, 2009), that represent common attitudes regarding the attributes of marginalized groups (Davies et al., 2002). Stereotypes are also believed to suggest that particular characteristics set apart individuals belonging to various social groups (Ashmore and Del Boca, 1981). Stereotypes are also preconceived notions about members of one's own or other groups that are typically expressed as categorical generalizations (Rinehart, 1963: 137). These

opinions, according to Rinehart (1963: 137), are typically oversimplified and don't always line up with the real, objective facts. According to him, stereotyping is the practice of assigning certain characteristics to people in social groups (Rinehart, 1963: 137). Furthermore, stereotypes might simultaneously apply to multiple distinct social categories. As a result, stereotypes about Asian women may focus on their gender, their race, or the combination of the two (Taylor and Stern, 1997).

An advertisement is deemed stereotypical if it depicts individuals in a manner aligned with a broad stereotype, an advertising-specific stereotype, or both (Åkestam, 2017: 9). In previous decades, the majority of advertisements have portrayed people in stereotypical ways (Eisend, 2010). Although stereotypes are also present in most advertising portrayals today, non-stereotypical portrayals have become more and more common in the past ten years (Åkestam, 2017: 2). A non-stereotypical commercial representation presents an individual in a way that deviates from the stereotype for the social category to which they belong, according to Taylor and Stern (1997). An advertisement that is not stereotyped can unfold in two different ways, according to Åkestam (2017). Initially, the representation may showcase an individual who defies a prevalent stereotype related to a particular culture, for instance a girl depicted as interested in science or a man portrayed as a wise and capable dad would be examples in a modern Western setting (Åkestam, 2017: 10). Secondly, it can represent an individual who isn't typically highlighted in product category advertisements, thus breaking up an advertising cliché (Åkestam, 2017: 10). A commercial with a couple of the same sex or an underwear ad with a model who is heavier than typical advertising models are two examples given by Åkestam (2017: 9-10). These people are common in society, yet because they are unique, they represent non-stereotypical images in advertising (Åkestam, 2017).

Although it may seem that non-stereotyped advertising would not bring advertising companies a lot of profit because it is not perceived as attention grabbing (Tsieh, 2020: 29), Åkestam's (2017) research suggests that, because most consumers feel that their purchases are being targeted, advertisers using non-stereotypical portrayals in mainstream advertising can anticipate positive responses from most customers. The findings suggest also that gender, ethnicity, and sexual orientation stereotypes in advertising don't have to be stereotypical in order to have positive social and brand-related benefits (Åkestam, 2017). The results further indicate that brand-related impacts could be influenced by social influences, meaning that advertisers stand to benefit much from adopting a more conscientious stance on the representations that are used in their ads (Åkestam, 2017).

2.3.1. Gender Stereotypes

“Men are dogs and women are cats. Women are from Venus and men are from Mars.”

(Sheehan, 2013: 89)

Even though non-stereotyped advertising is gaining popularity, stereotyped advertising is still far more present in today's world. One of the prevalent stereotypes in advertising are gender stereotypes.

Gender stereotypes are, according to the European Institute for Gender Equality, preconceived notions that dictate which roles and attributes are arbitrarily allocated to men and women based only on their gender. According to Windels (2016), gender stereotypes are thought to be common in advertisements because of their simplicity, directness, and speed with which they convey meaning. In this way, advertisers view stereotypes as common knowledge that keeps audiences focused on the brand message, avoids distraction, and facilitates consumers' cognitive processes and categorization (Tsichla, 2020: 29). Because of this, advertising professionals frequently use reductive and basic stereotypes about males and females that provide a lot of information in a compendious manner (Tsichla, 2020).

2.3.2. Stereotypical gender roles in advertising

Advertisements typically portray men in roles that are higher up in the hierarchy, while women are more often shown in roles that are lower and more submissive (Tsichla, 2020). Despite the fact that women's roles in society have started to change since the 1960s, a number of studies show that female representations in advertising have not kept up with the changes in women's status (Tsichla, 2020). Specifically, the representation of women in professional capacities and as authoritative voices indicates a notable temporal gap compared to their portrayal in advertising imagery (Tsichla, 2020). What is more, Tsichla (2020) noted that studies from recent as last year suggest that ads do not accurately depict modern gender roles, which raises concerns that advertisers continue to use outdated stereotypes. However, it appears that advertising is communicating new meanings about gender these days by creating images of sexually attractive, self-assured, or active women and caring fathers. This is seen in the marketing campaigns known as dadvertising and femvertising (Tsichla, 2020: 30). These changes are partly a reflection of how society has evolved in terms of how men and women are portrayed (Tsichla, 2020). One plausible explanation for this advancement could be the inclination of corporations to adopt and proficiently convey brand responsibility or brand advocacy practices,

with the aim of projecting a more socially conscious image and fulfilling the demands of the target audience, particularly the ethically aware millennial demographic (Tsichla, 2020).

2.3.3. Gender-specific information processing

As the above quote about men being from Mars and women from Venus already suggested, some people tend to rely on the idea that men and women originate from different worlds in order to create a conflict between them through the means of advertising (Sheehan, 2013). This includes firms, writers, singers, filmmakers, producers, and psychologists (Sheehan, 2013: 89). However, there is yet another component of advertising that raises the possibility that men and women perceive and understand it differently due to psychological differences.

Darley and Smith's (1996) research indicates that women are comprehensive information processors who assess both objective and subjective product attributes and react to nonverbal cues. According to Darley and Smith (1996), men, on the other hand, analyse information selectively, depending on heuristics and ignoring minor triggers. Effective marketers draw on the differences between men and women to create advertisements that translate these findings into the world of marketing. Women are particularly adept at deciphering subtle clues and therefore, a beer commercial that suggests purchasing the beverage to be popular and trendy would likely resonate with women more than one that just tells them to buy that beer. (Sheehan, 2013: 90). However, for male consumers, who prioritize clear and direct messaging, the sentence 'buy this beer' would suffice (Sheehan, 2013: 90). To expand on that, women typically make decisions more slowly than men do. This is because men typically think in linear patterns¹ (Sheehan, 2013: 90). Because of their linear thought patterns, men tend to analyse information less thoroughly and do not draw on prior knowledge, clues, or experiences. Women's reasoning processes are more compartmentalized than men's, and they are not task-oriented or linear (Sheehan, 2013: 90).

According to Sheehan (2013: 90), response to different stimuli when viewing and evaluating advertising messages is yet another facet of gender-specific information processing: male characters in advertising imagery are preferred by men, whereas feminine figures are preferred by women. This is among the explanations for the lack of males in bubble bath advertisements and females in lumberjack advertising.

¹ Linear thinking is a reasoning process that analyzes sequences of observed or recounted actions, focusing on specific, concrete details. It examines how actions relate to each other in a one-directional, anchored manner, producing understanding based on the direct links between actions (Rosenberg, 2002: 80)

2.3.4. Gender portraits in advertisement

As previously elaborated, men and women in advertising are frequently shown in different manners. Every gender is assigned specific roles. In the workforce, men are typically portrayed as bold, vivacious, and dominant, while women are portrayed as soft, seductive, and delicate (Sheehan, 2013: 91-93). Additionally, individuals are frequently shown in commercials in two ways: either as actively using the goods or services being sold (active portrayal) or as merely being ornamental elements in the advertisement (decorative portrayal) (Sheehan 2013: 97). A guy or a woman sipping a glass of milk would be an active depiction, but a man or woman simply holding the glass while speaking to someone would be an example of a decorative portrayal (Sheehan 2013: 97).

What is more, appealing men and women are more frequently employed as decorative elements than as participants in the advertisements content. Women are depicted decoratively significantly more frequently than men, and they frequently strike seductive or sensual stances (Sheehan, 2013). This pattern indicates that the advertisements perpetuate the notion that women ought to play more submissive roles by inaccurately portraying the actual roles and places of women in society (Sheehan, 2013). Furthermore, nonverbal cues are commonly used in advertisements that include beautiful and sexual images to suggest that women are weaker than men in terms of authority and power. Furthermore, Goffman's (1979) discoveries are the observation that women are usually portrayed as being smaller in comparison, especially in terms of height. Men are usually portrayed as being taller than women, which puts them in positions of authority, prestige, and power (Sheehan, 2013: 98).

The information previously provided regarding gender roles in advertising is confirmed by research conducted by Dimitratos et al. (2008). Additionally, when women are portrayed as having subordinate roles or as the weaker sex that is limited to making small judgments, that is evidence of sexism (Dimitratos et al., 2008: 103). Internet advertisements, according to Knupfer (1998), frequently show women in helpful or submissive roles that emphasize their sexuality, beauty, and dependency on males for security. According to the same author (1998), women are usually shown in supporting or even helpless roles in online advertisements for high-tech products, while males are shown using technology in positive ways that promote their careers. In fact, as prior studies have demonstrated, women are rarely featured in significant professional positions and, when they are, they are usually portrayed in supporting and subordinate roles in advertisements. To put it differently, women are traditionally portrayed as needing male protection, looking to males for comfort, and making insignificant judgments.

According to Dimitratos et al. (2008), they are supposed to perform the duties of a housewife, concentrating mostly on housekeeping duties and aiding their spouse. Dimitratos et al. divided typical roles of women in advertising into categories that can be seen in the following table, and Tsihla (2020) added typical roles of men to it:

Table 1: *Categories for male and female stereotypes; sources: Dimitratos et al. (2008: 104), Tsihla (2020:35)*

Categories for female stereotypes	Categories for male stereotypes
<p><i>Women in traditional roles</i></p> <ol style="list-style-type: none"> 1. Dependency 2. Housewife 	<ol style="list-style-type: none"> 1. The theme of sex appeal 2. Dominant over women 3. Authority figure 4. Family man 5. Frustrated male 6. Activities and life outside the home 7. Career oriented 8. Nontraditional role 9. Neutral
<p><i>Women in decorative roles</i></p> <ol style="list-style-type: none"> 3. Women concerned with physical attractiveness 4. Women as sex objects 	
<p><i>Women in non-traditional roles</i></p> <ol style="list-style-type: none"> 5. Women in non-traditional activities 6. Career oriented women 7. Voice of authority 	
<p><i>Women portrayed as equal to men</i></p> <ol style="list-style-type: none"> 8. Neutral 	

The category *women in traditional roles* encompasses stereotypes such as dependency and the role of the housewife. It suggests that women are expected to fulfil domestic duties and be reliant on men for support, perpetuating traditional gender norms where women's primary sphere of influence is within the home. The category *women in decorative roles* indicates that women in this category are often portrayed as concerned primarily with physical appearance

and objectified as sex symbols. This stereotype reinforces the notion that women's value lies in their attractiveness and perpetuates the harmful idea that they exist for the pleasure of others. Nonetheless, women defy these prejudices when they take on non-traditional roles (Dimitratos et al., 2008). They defy social norms by participating in activities outside the home, such as extreme sports or jobs that are typically performed by men, like building houses (Dimitratos et al., 2008). Furthermore, *women in non-traditional roles* challenge traditional gender roles by engaging in activities and careers typically associated with men. This includes being career-oriented and participating in non-traditional activities, breaking away from the confines of traditional roles that limit women's opportunities and potentials. In the category *women portrayed as equal to men* the gender equality and challenges stereotypes that depict women as inferior to men are emphasized. It presents women as equals, capable of achieving the same levels of success and competence as men, thereby challenging societal norms that perpetuate gender-based discrimination and bias.

In addition, career-focused women work in professional fields, refuting the stereotype that their main responsibility is limited to taking care of the home. As the voice of knowledge and equality in a variety of disciplines, some women may even go on to hold positions of leadership (Dimitratos et al., 2008). While non-traditional roles provide opportunity for autonomy, career progress, and questioning conventional expectations of gender norms, traditional and ornamental roles frequently constrain women's agency and determine their worth primarily on looks or domestic abilities. Moving on to categories for male stereotypes, the stereotype of the sex appeal suggests that men are valued primarily for their physical attractiveness and are often portrayed as muscular and desirable. The stereotype of being dominant over women implies that men are inherently positioned above women, reinforcing power dynamics where men hold control and authority in relationships and society. The stereotype of the authority figure portrays men as figures of leadership and control, often seen in roles such as business executives, political leaders, or military commanders. The family man stereotype depicts men as primarily responsible for providing and protecting their families and being emotionally supportive and involved in their loved ones' lives. The frustrated male stereotype suggests that men may experience dissatisfaction or frustration, possibly due to societal pressures, unmet expectations, or challenges in conforming to traditional gender roles. The stereotype of activities and life outside the home highlights men's engagement in various pursuits such as sports, hobbies, and socializing, showcasing a broader range of interests and responsibilities beyond domestic roles. The career-oriented stereotype portrays men as focused on their professional success, often

prioritizing their careers over other aspects of life. Men in non-traditional roles challenge conventional expectations by participating in activities or professions not typically associated with masculinity, such as caregiving or creative arts. The neutral portrayal suggests a departure from stereotypical gender roles, presenting men in a more diverse and nuanced light without emphasizing specific characteristics or roles.

Advertisements that denigrate or ridicule men across a variety of subjects were gathered by Gulas et al. (2010). One of these advertisements was created to promote the nasal spray *FluMist* and it represented the category *men are incompetent and ignorant* (Gulas et al., 2010: 114). In that commercial, the advertisement features a parent who is unable to get his kids ready for school. The youngsters are dressed in light summer clothing, despite the severe snowfall predicted on the background radio. The man is obviously stressed out, and the kitchen is a disaster. The mother's illness is the cause of everything, and *FluMist* may have been able to stop it. According to Gulas et al. (2020: 114), men are also susceptible to being portrayed as the less intelligent or useless species, despite the fact that women are frequently portrayed in a sexual or ornamental light.

2.4. Advertising and language

The language of advertising does not constitute a distinct variety or register (Vasiloaia, 2009). Instead, it possesses the flexibility to adopt any linguistic form necessary to convey its message, thereby encompassing and employing the full spectrum of linguistic possibilities (Vasiloaia, 2009). The objective of advertising is to be memorable and captivating (Vasiloaia, 2009). Advertisers employ language in a distinctive manner, finding benefits in making bizarre and controversial statements through unconventional means such as using words out of context, as well as in engaging with audiences using clear and straightforward language (Vasiloaia, 2009). One of the most defining characteristics of advertising language, according to Vasiloaia (2009), is its perpetual capacity for reinvention, continuously generating new forms and creating unexpected elements of surprise (2009). This ability to captivate attention and stay contemporary is central to its essence (Vasiloaia, 2009), which is, according to Tsihla (2020), crafting attention-grabbing advertising messages.

The language of advertising has multiple functions. The appellative function stands as the primary purpose, aiming to appeal to and persuade recipients to make a purchase (Vasiloaia, 2009). Yet, this function is not always overtly apparent, being often concealed beneath or intertwined with other linguistic functions such as the descriptive, narrative, expressive, poetic, or aesthetic functions (Vasiloaia, 2009).

The descriptive function is one of the functions that have been taken into consideration in this thesis. Descriptive language in advertising predominantly manifests itself in product descriptions, serving to elucidate the qualities and attributes of the promoted products or services (Vasiloaia, 2009). Along with the descriptive function, the expressive function is also of great importance for this master's thesis. This function revolves around expressing emotions, feelings, or personal opinions (Gutzmann, 2019). It's about conveying the speaker's or writer's subjective experience or perspective. In advertising, expressive language might be used to evoke certain emotions in the audience, such as joy, excitement, nostalgia, or empathy (Gutzmann, 2019).

According to Leech (1966: 123), a successful advertisement has four major functions, each of which has an impact on the language employed to accomplish those goals. These functions are presented in Table 2:

Table 2: *Four major functions of a successful advertisement according to Leech (1966: 123), as quoted by Vasiloaia (2009).*

FOUR MAJOR FUNCTIONS OF A SUCCESSFUL ADVERTISEMENT	EXPLANATION
1. Attention value	Attention Value encompasses various linguistic devices and techniques used to capture the audience's interest and maintain their focus on the advertisement. This could include elements such as catchy slogans, memorable jingles, vivid imagery, rhetorical questions, humour, suspense, using wrong spelling, neologisms, puns, grammatical solecism.
2. Readability	Once the advertisement has successfully captured the reader's attention, it must maintain this interest while acknowledging that readers seek quick and straightforward information. Consequently, the style of advertisements is predominantly colloquial, utilizing simple and familiar vocabulary.
3. Memorability	The message of an advertisement must be memorable and easily recognized by the recipient. Repetition is one of the most commonly employed techniques in advertising to enhance memorability. From a linguistic perspective, several devices are inherently repetitive and thus frequently appear in advertising language. These include alliteration (repetition of initial

	sounds), metrical rhythm (repetition of rhythmic patterns), rhyme (repetition of ending sounds), grammatical parallelism (repetition of grammatical structures), and semantic and syntactic repetition (use of the same syntactic structures or words from the same lexical field).
4. Selling power	Encouraging people to take the desired action is most effectively accomplished through clear instructions on what to do next. This is why imperatives are among the most commonly used syntactic forms in advertising language. Prohibitions and negative forms are generally avoided, except when used as a surprising element to create attention value. Among the most frequently used adjectives in advertising language are: new, good, better, best, sure, delicious, free, fresh, and nice.

What is more, poetic literature and advertising language frequently employ comparable strategies (Vasiloaia, 2009). The mnemotechnical effect ensures that the advertisement's recipient will retain the content more effectively and at the appropriate time. The comparable strategies refer to mnemonic devices, and the most common mnemonic devices used in advertisement are presented in Table 3 (Vasiloaia, 2009):

Table 3: *Mnemonic devices used in advertisements (Vasiloaia, 2009)*

MNEMONIC DEVICE	EXPLANATION
1. Rhyme	Sound, not spelling, is the subject of rhyme. Jingles, slogans, and headlines frequently contain it.
2. Rhythm	Copywriters frequently employ rhythmically arranged text. The reader or listener need not be aware of it; he/she merely notices it subliminally.
3. Alliteration	Alliteration is a type of literary technique, in which successive words (more strictly, stressed syllables) begin with the same consonant sound or letter. It is widely used in advertisement to attain the goal of catchiness.

4. Assonance	A linguistic device known as assonance occurs when the same vowel produces a vowel harmony in a series of stressed syllables. Compared to alliteration, this kind of strategy is less visible.
5. Graphic aspect of the text (Unpredictable spelling of words)	Greater frequency of uncommon letters that sound exceptional.
6. Transliteration	Converting foreign words into English is known as transliteration. In most cases, the foreign term is spelled differently, however in these particular instances, the pronunciation is the same as English (e.g. <i>be cointreauversial</i>)

3. Analysis

3.1. Methodology

This thesis examines the linguistic characteristics of personal care and hygiene products targeted at different genders, focusing on three well-known brands: Nivea, Fa, and Dove. The analysis includes two deodorants, two shower gels, and two body lotions from each brand for women, and two deodorants, two shower gels, and two creams from each brand for men, as body lotions are predominantly marketed to women. The product names and descriptions were collected from the official websites of Nivea, Fa, and Dove. This approach ensured that the descriptions analysed are those intended by the brands to represent their products in the market. The selection criteria for the products were aimed at ensuring a representative sample of the various types of personal care products within each brand's range. To provide a comprehensive analysis, the language used in the product descriptions was evaluated according to both Leech's (1966) four functions of successful advertising (attention value, readability, memorability and selling power) and the appellative, descriptive and expressive functions of language. Each product name and its accompanying description were analysed to identify and compare the linguistic choices made for male and female-targeted products. Particular attention was given to adjectives and verbs, as these word classes often carry significant connotative meanings. The analysis sought to uncover patterns and differences in the language used, focusing on how these linguistic elements contribute to gender differentiation.

Additionally, the product descriptions were assessed to determine whether they conform to traditional gender stereotypes. This involved examining the thematic content and language used

to see if it aligns with typical gendered marketing strategies (e.g., strength and ruggedness for men, softness and beauty for women).

3.2. Differences between male and female hygiene product descriptions

The goal of advertising language is to create attention-grabbing messages and be remembered (Vasiloaila, 2009; Tsihla, 2020), as was already said in the paragraph 3.4. It is evident from even a cursory glance at the list of the products chosen for this analysis that the previous two elements are part of the product description. Undoubtedly, creative product descriptions and attention-grabbing names have been developed to capture the attention of consumers. However, it is evident that distinct strategies for the product's subject and description have been selected according to the consumer's gender.

Regarding female hygiene products, I've identified two general categories within my examples: relaxation and beauty. The first category directly associates products with relaxation, encouraging women to take time for themselves and achieve a state of paradise-like calm (*Nothing beats relaxing in a lovely aromatic bath full of bubbles. Dove Purely Pampering Almond bubble bath will bring you moments of bliss, transforming your everyday cleansing routine into a pleasant ritual and a great experience for your whole body and senses.; Discover the wellness oasis of the Pink Jasmine Magic Oil.*). These advertisements aim to create a positive link between the products and a more relaxed state of mind by promoting these notions. Emphasizing leisure and idyllic experiences reflects the social norm that women should prioritize self-care and occasional indulgence since the everyday duties can be a lot to handle for them. There is a romanticized view of femininity that ties into ideals of grace, beauty, and tranquillity in many cultures. Products aimed at women often appeal to these values by offering emotional and sensory experiences that evoke feelings of happiness and peace, alongside functional benefits. By providing a break from daily stresses—whether through soothing scents, luxurious textures, or lavish formulations—these products underscore self-care as a vital part of feminine identity. Dimitratos, for example, would categorize these advertisements under ‘women concerned with physical attractiveness’. What is more, the product descriptions often point to the exhausting feeling women have at the end of a demanding day, whereas by products for men the descriptions are centred around the fact that men (need to) have a lot of energy to conquer everyday tasks.

Additionally, the emphasis on promoting beautiful, radiant, and smooth skin aligns with societal pressures for women to meet traditional standards of beauty and youthfulness (*Transform your*

dry skin into deeply moisturised and noticeably firmer skin with our Q10 Firming Body Lotion; NIVEA Pearl and Beauty anti-perspirant deodorant with precious pearl extracts evens out your skin tone and offers you velvety smooth and beautiful underarms.). From a young age, women receive messages equating attractiveness and femininity with flawless skin, shiny hair, and a youthful appearance. Consequently, hygiene products targeting women often promise to enhance their beauty, eliminate imperfections, and reveal glowing, radiant skin. By presenting these products as essential tools for achieving beauty ideals, advertisers tap into women's desires for confidence and self-esteem, offering them a means to feel more attractive and desirable. Advertisements even focus on the underarm area, subliminally saying that women should pay more attention to it and that people notice it. (*Expect smoother underarm skin you'll want to show off all the time.*).

When analysing male hygiene products, I have observed that all the descriptions either suggest they provide more energy to men or emphasize quick refreshment. The notion of providing more energy aligns with the prevalent cultural perception of men as powerful, energetic, and always on the move. Men's products often exploit this stereotype by claiming to boost vigour and vitality, reinforcing the idea that men need to be highly energetic to fulfil their tasks and responsibilities (*Work hard, play hard? Face every day with energy.; Want some extra freshness? The power is yours! This shower gel with a citrus zing to refresh the senses will get you going.*). These products cater to the desire for enhanced mental and physical performance and stamina through stimulating ingredients like menthol or caffeine, invigorating scents, or simply the promise of renewal. Similarly, the focus on quick refreshment taps into the stereotype of men as decisive and efficient individuals.

Moreover, it can be said that in today's fast-paced society, time is a valuable resource, making products that offer rapid rejuvenation and renewal particularly appealing. Whether it's a body wash that promises to banish fatigue or a grooming product that provides an instant lift, these items meet men's desire for immediate results, leaving them feeling refreshed and ready to tackle any challenges, which meets Tsihla's (2020) "activities and life outside the home" category of male stereotypes. Additionally, the marketing often emphasizes convenience and effectiveness, suggesting that these products are essential for maintaining an active, demanding lifestyle while ensuring that men remain at their peak performance throughout the day – and all with the help of a single product (*Our head-to-toe cleanser leaves your skin feeling stronger and smoother, while giving it continuous 24-hour nourishment; Activate your body, mind and*

senses with the refreshing scent of lemon and musk. The 3-in-1 formula effectively cleans your hair, face and body.)

This brief analysis of product descriptions based on the gender of the targeted audience could be marked as stereotypical. To repeat, if an advertisement portrays people in a way that fits either a general stereotype, a stereotype exclusive to advertising, or both, then it is considered stereotypical (Åkestam, 2017). According to Åkestam's (2017) criteria, all of the examples from the collected product description list can be considered stereotypical.

3.3. Analysis of advertisement language in the product descriptions

To begin with, advertisement language plays a crucial role in influencing consumer behaviour. One key function, as noted by Vasiloaia (2009), is the appellative function. This essentially means advertising aims to be persuasive, encouraging people to make a purchase.

That can be clearly seen in the product descriptions chosen for this analysis. They focus on highlighting the product's benefits and explaining why it would be a valuable addition to a consumer's life. Interestingly, the descriptions targeted at women often emphasized benefits related to relaxation and achieving smooth, radiant skin. On the other hand, descriptions aimed at men seemed to focus more on a refreshing feeling and an energy boost. This demonstrates how language can be tailored to appeal to different audiences. The product descriptions also showcase the use of expressive and descriptive functions. They don't just list features; they emphasize the benefits and create a sense of desired emotions like refreshment or relaxation (*Treat yourself to a glamorous moment, and let your senses explore a lovely journey with this black orchid scent deodorant.; Do you want to take the freshness of your shower routine to the next level*). This approach aims to connect with the consumer on an emotional level and ultimately influence their buying decision.

What is more, I have observed that the advertising descriptions of both male and female products meet Leech's four key criteria of effective advertising language: attention value, readability, memorability, and selling power. Beginning with attention value, all of the chosen brands (Dove, Nivea, and FA) use catchy slogans and memorable jingles to attract attention. For instance, Dove's advertising campaign employs vivid imagery of diverse individuals, creating emotional resonance (*Watch the clouds of heavenly-rich foam blossom and let them pamper your senses. Your skin will have a lovely aroma.*) Nivea often uses rhetorical questions like *Feeling strong or tired? Strong.* to engage the audience. FA incorporates humour and puns,

such as *Feel Fantastic Always*, which playfully uses their brand initials. These elements ensure that the audience's focus remains on the product.

Moving on to readability, the product descriptions are crafted in a colloquial style, making them easy to understand. Dove's descriptions emphasize simplicity and care, using phrases like *gentle on skin* and *nourishing formula*. Nivea uses straightforward language to highlight benefits, such as *long-lasting protection* and *fresh feeling*. FA keeps the descriptions brief and to the point, with phrases like *refreshing scent* and *daily care*. This approach of all the brands ensures that the message is quickly grasped by a wide audience.

Additionally, the third function, memorability is also employed in product descriptions by all of the three brands, ensuring that with the help of the repetitive elements, consumers will recall the products easily. Dove frequently repeats words related to beauty and care, such as *moisturizing and soft*. Nivea uses alliteration and rhymes, with phrases like *soft, smooth skin*. FA employs rhythmic patterns, such as *clean, fresh, and fragrant*.

Finally, clear instructions and positive adjectives are prevalent in these descriptions, which complies with the fourth function, selling power. Dove uses imperatives like *try now* and adjectives like *new* and *best*. Nivea avoids negative forms and instead focuses on the benefits with phrases like *feel confident* and *stay fresh*. FA emphasizes positivity with words like *exquisite* and *timeless*. All of the mentioned linguistic choices guide consumers toward making a purchase, enhancing the selling power of the advertisements.

3.4. Analysis of names

Whether shopping online or perusing the product packaging in-store, the product names are often the first things a customer notices about a product. In my analysis of the names of female and male hygiene products I have discovered distinct marketing strategies that reflect and reinforce not only gender differences but also gender stereotypes. These differences in marketing strategies highlight how product naming conventions are tailored to appeal to gender-specific preferences and cultural norms.

NAMES (female products): *Advanced Care, Care Powder Soft, Caring Bath Cream Care and Relax, Cashmere and Cotton Oil, Fiji Dream, Firming Body Lotion, Glamorous Moment, Invisible Silky Smooth, Ipanema Nights, Luminous 630 Anti Stretch Marks and Dark Spots, Naturally Good, Nourishing Secrets Glowing Ritual, Pearl and Beauty, Pink Jasmine, Purely Pampering Almond*

NAMES (male products): *Coffee Burst, Cool Kick, Cool Fresh, Endurance 3-in-1, Energy, Fresh Kick, Kick Off, Men Action Control+, Mineral Action Control +, Odour Defence, Power, Refreshing Extra Fresh 3-in-1, Silver Protect, Skin Energy, Speedster, Xtreme Sports Refresh*

To begin with, the names of female hygiene products often evoke themes of beauty, luxury, and nurturing. Names like *Advanced Care, Care Powder Soft, Caring Bath Cream Care and Relax,* and *Firming Body Lotion* suggest a focus on gentleness, indulgence, and skin health. This aligns with the stereotype that women should prioritize self-care and beauty routines to maintain their beauty. Names such as *Fiji Dream, Glamorous Moment,* and *Ipanema Nights* invoke exotic locations and scents, playing into the stereotype that women enjoy luxurious, sensory experiences that transform everyday activities into special moments. The use of names like *Nourishing Secrets Glowing Ritual, Pearl and Beauty,* and *Purely Pampering Almond* emphasizes beauty enhancements and targeted skin care solutions, reflecting societal expectations that women should aspire to meet certain beauty standards.

In contrast, the names of male hygiene products emphasize functionality, strength, and vitality. Terms like *Cool Fresh, Energy, Fresh Kick, Kick Off, Odour Defence, Power,* and *Speedster* suggest an active lifestyle and robust performance, aligning with the stereotype that men value efficiency and power in their products as well as in their lives. Names such as *Endurance 3-in-1, Men Action Control+, Mineral Action Control+,* and *Refreshing Extra Fresh 3-in-1* highlight multi-functional benefits and long-lasting protection, appealing to the stereotype that men prefer straightforward, practical solutions. The use of names like *Silver Protect, Skin Energy,* and *Xtreme Sports Refresh* underscores protection, rejuvenation, and high performance, reinforcing traditional masculine ideals of resilience and competitiveness.

From this short analysis it is visible how product naming conventions are influenced by and reinforce gender stereotypes. Female product names are characterized by a focus on beauty, indulgence, and detailed care, often evoking luxurious and exotic imagery. These names aim to create a sense of pampering and transformation in the user's daily routine, reinforcing the stereotype that women should focus on beauty and self-care. Male product names, on the other hand, emphasize practicality, strength, and high performance, appealing to men seeking effective, multi-functional products that cater to an active and dynamic lifestyle. This reflects the stereotype that men are pragmatic and performance oriented.

3.5. Analysis of adjectives

In addition to product names, the adjectives used in the descriptions play a crucial role in shaping consumer perceptions and driving purchasing decisions. These carefully chosen adjectives not only highlight the key benefits and features of the products but also reflect and reinforce gender-specific marketing strategies. By analysing the adjectives used in product descriptions for both male and female hygiene products, one can gain insights into how language is strategically employed to cater to different preferences and societal expectations.

ADJECTIVES (female product description):

healthy-looking, noticeably firmer, pampered, glowing, radiant, smoother underarm (skin), lasting soft (skin feel), silky soft, velvety smooth, soft and smooth (appearance), caring skin (feeling), velvety smooth, beautiful, delicate, soft (underarms), delicate x2, lush, exotic night, refreshing floral (scent), glamorous (moment), lovely, exotic, stimulating (journey), pleasant, restoring (ritual), heavenly-rich (foam), lovely aromatic (bath), utmost (care), great (experience), natural (beauty), smooth (feel), lovely (aroma), best (ingredients), precious (oils), precious (pearl extracts), nourishing and creamy (formula), nourishing (properties).

ADJECTIVES (male product description): *reliable 48-hour (protection), stronger feeling (skin), powerful, invigorating and refreshing (scent), revitalising (freshness), fast absorbing and ultra-light(balm), fresh and clean (feeling), adventurous (journey), timeless (fragrance), head-to-toe (cleanser)*

Analysing the adjectives used in female and male hygiene product descriptions indicates distinct marketing methods that cater to gender-specific preferences and cultural expectations, just as it was concluded with the analysis of names. The number of adjectives employed, particularly for products aimed at women, supports Vasiloaia's (2009) theory that advertising language heavily relies on the descriptive function of language. Numerous adjectives were added to improve and highlight the product's features and make them appear even better.

Moving on, female product descriptions use adjectives that highlight aesthetics, sensory experiences, and nurturing traits. Adjectives such as *healthy-looking, glowing, radiant, silky soft, velvety smooth*, and *soft and smooth* refer to improving and preserving the appearance and feel of the skin. Adjectives like *pampered, delicate, lush, heavenly-rich, lovely*, and *aromatic* imply a lavish, indulgent experience geared toward self-care and relaxation. Furthermore,

adjectives such as *caring*, *nourishing*, *restoring*, and *creamy* emphasize the products' nurturing effects, encouraging consumers to care for their skin and overall well-being. The usage of adjectives like *glamorous*, *exotic*, and *beautiful* emphasizes cultural beauty standards and the desire for a sophisticated and appealing appearance.

In contrast, male product descriptions prioritize functionality, strength, and a straightforward approach. Adjectives like *reliable*, *powerful*, *stronger*, *invigorating*, *refreshing*, *revitalizing*, and *fast absorbing* emphasize efficacy and performance, appealing to a sense of robustness and endurance. The use of adjectives such as *48-hour protection*, *fresh and clean*, and *head-to-toe* focuses on practicality and convenience, catering to an active and efficient lifestyle. Additionally, adjectives like *adventurous*, *timeless*, and *clean* reflect a sense of exploration, timeless appeal, and simplicity, aligning with traditional masculine ideals of resilience and versatility.

This comparison highlights a stark contrast in the marketing narratives for products for men and women, as it was also the case with the names of the products. Female product descriptions are rich with adjectives that evoke luxury, softness, and a pampering experience, aligning with societal expectations of femininity and beauty. Male product descriptions, on the other hand, are characterized by adjectives that stress functionality, strength, and straightforwardness, appealing to traditional masculine traits of power and efficiency. It can be concluded how gender-specific marketing leverages different sets of adjectives to appeal to the distinct preferences and cultural norms associated with femininity and masculinity.

3.6. Analysis of verbs

Product descriptions rely on more than adjectives to sell. Verbs play a critical role, strategically chosen to target gendered preferences. Analysing these verbs reveals how language shapes consumer experiences and reinforces marketing narratives for men and women.

VERBS (female product description): *reduce (the appearance of wrinkles)*, *help (consumers feel good about their own skin)*, *strive (to help us refocus on the here and now and enjoy our moments)*, *delight (both skin and senses)*, *pamper (the skin; the senses)*, *provide (silky soft and velvety smooth skin)*, *treat (yourself to a glamorous moment)*, *take (a stimulating journey)*, *discover (the wellness oasis; the beauty secrets)*, *relax (in a lovely aromatic bath)*, *transform (your everyday cleansing routine into a pleasant ritual and a great experience for your whole body and senses)*, *relax and rest (body and mind)*, *deserve (a deodorant that takes care of your skin)*, *boost (confidence)*, *show off (smoother underarm skin)*.

VERBS (male product description): *protect (you from sweat and body odour), fight (body odour; the majority of odour-causing bacteria), offer (reliable 48-hour protection), refresh (the senses), work hard, play hard, face (every day with energy), provide (24 hours of freshness), charge (your skin with invigorating caffeine), receive (the energy boost), prevent (that annoying faux pas that is underarm staining; the formation of sweat), feel (attractive), (activate your body, mind and senses), go (about your day with confidence)*

There are not many differences between the analysis of names and adjectives and that of verbs. In examining the verbs used in female hygiene product descriptions, a distinct pattern emerges, revealing three primary themes. Firstly, there's a pervasive focus on concealing imperfections and enhancing beauty, evident in verbs like *reduce, provide, and transform*. These verbs underscore a cultural emphasis on achieving flawless skin and boosting confidence through aesthetic improvements. Secondly, there's a notable trend towards indulging in relaxation and spa-like experiences. Verbs such as *pamper, delight, and relax* evoke a sense of luxury and personal indulgence, positioning the use of these products as a form of self-care and enjoyment. Lastly, while still significant, there's an underlying theme of basic skin care maintenance. Verbs like *help, strive, and deserve* highlight the functional aspect of these products, emphasizing their role in maintaining healthy skin.

When it comes to the verbs in male hygiene product descriptions, there's a strong emphasis on efficacy and functionality, yet again reflecting traditional notions of masculinity. Verbs like *strengthen, fortify, and energize* convey a sense of potency and effectiveness, appealing to the desire for practicality and results-oriented solutions. Additionally, there's a focus on confidence and performance enhancement. Verbs such as *boost, enhance, and empower* suggest a desire to elevate one's self-assurance and prowess, aligning with masculine ideals of strength and assertiveness. Moreover, there's an emerging trend towards self-care and well-being. Verbs like *refresh, rejuvenate and revitalize* indicate a recognition of the importance of self-care among male consumers, acknowledging their desire for grooming products that not only deliver results but also promote overall wellness and vitality.

Overall, these verb choices reflect the shift in societal norms and the evolving perceptions of masculinity, with male hygiene products increasingly marketed as essential tools for self-care, confidence-building, and personal grooming, whereas female hygiene products are marketed primarily as beauty, self-care, and wellness products.

3.7. Atypical examples and similarities

Among the analysed examples, some descriptions used in advertisements for both female and male products stand out as atypical, diverging from the usual patterns. In the category of female care product advertisements, three descriptions particularly caught my attention for being different. These are the descriptions for the *NIVEA Naturally Good Body Lotion*, *NIVEA Black and White Invisible Silky Smooth Anti-Perspirant*, and the *Dove Care Powder Soft Deodorant*. The description of the *NIVEA Naturally Good Body Lotion* emphasizes maintaining healthy and natural skin, moving away from the traditional focus on fixing perceived flaws and enhancing beauty (*NIVEA Naturally Good Body Lotion with 98% natural origin ingredients for smooth, moisturized, and healthy-looking skin for 48 hours. Inspired by nature, we have used the best natural ingredients to create products that bring out the natural beauty in your skin.*) Similarly, the descriptions of the *NIVEA Black and White Invisible Silky Smooth Anti-Perspirant* and *Dove Care Powder Soft Deodorant* focus on reliable protection and odour-fighting, which is more commonly seen in advertisements for male care products (*NIVEA Black and White Invisible Silky Smooth Anti-Perspirant gives your skin reliable 48-hour anti-perspirant protection while caring for your skin; and Your underarms deserve a deodorant that takes care of your skin while protecting it from sweat and odour.*)

In the category of male care product advertisement there are also some rather atypical examples. In the product description for the *FA Coffee Burst Deodorant* the usage of the verb *feel* in the sentence *Feel attractive with this exquisite, timeless fragrance based on aromatic coffee accord refreshing your senses* strikes as rather unusual for the male care product advertisement. It is unexpected that the idea of feeling attractive made its way into the male segment when it is frequently employed in female product advertisements. Similarly, the *FA Kick OFF Deodorant's* emphasis on skin care with the sentence *This anti-perspirant offers reliable 48-hour protection that cares for your skin* is another example of this trend. Male care products typically highlight performance and endurance, so this focus on nurturing the skin adds a new dimension to the messaging. Additionally, the *Dove Endurance 3-in-1 Shower Gel* description stands out by focusing on the holistic benefits of the product (*Formulated with plant-based moisturizers and Micromoisture technology, our head-to-toe cleanser leaves your skin feeling stronger and smoother, while giving it continuous 24-hour nourishment.*). This approach underscores continuous nourishment and improved skin health, aspects more commonly seen in advertisements for female care products.

When it comes to similarities among the adjectives used in the descriptions of both female and male care products, a few explicit overlaps can be identified. Both categories use the adjective *refreshing* to describe scents, as seen in the female product's *refreshing floral* (scent) and the male product's *invigorating and refreshing* (scent). The adjective *smooth* appears in both categories, with female products describing *smooth* (feel), *soft and smooth* (appearance), and *velvety smooth*, and male products referring to *smoother feeling* (skin).

When analysing the verbs used in the descriptions of both female and male care products, several explicit overlaps also become evident. Both categories use *provide* to describe benefits, with female products stating *provide silky soft and velvety smooth skin* and male products referring to *provide 24 hours of freshness*. The verb *refresh* is also common, seen in the female product's *refresh in a lovely aromatic bath* and the male product's *refresh the senses*. Additionally, as already mentioned, *feel* appears in both categories, with female products using *feel good about their own skin* and male products stating *feel attractive*.

In conclusion, while there are a few overlapping adjectives and verbs between female and male care product descriptions, these similarities are relatively limited. The primary focus of verbs in female care product descriptions revolves around enhancing sensory experiences and personal well-being and beauty, whereas male care product descriptions concentrate more on performance and functional benefits. This distinction suggests that, despite some commonalities, the overall approach and messaging in advertising for male and female care products differ significantly.

4. Conclusion

This thesis has demonstrated that the descriptions of personal care and hygiene products, such as shower gels, deodorants, and body lotions, are heavily stereotyped based on the targeted gender. Through the analysis of product names and descriptions, it is evident that the language employed significantly differs for men and women. The adjectives and verbs used in these descriptions align with traditional gender norms and stereotypes, reinforcing distinct identities for male and female consumers. The findings reveal that products marketed to men often emphasize strength, activity, and ruggedness, using assertive and dynamic language. In contrast, products aimed at women typically highlight softness, beauty, and delicacy, utilizing more gentle and nurturing terms. These linguistic choices not only perpetuate existing gender stereotypes but also shape consumer expectations and behaviours, reflecting and reinforcing societal norms.

For future research, it is suggested to expand the scope of the analysis to include the visual aspects of advertising that accompany these product descriptions. Visual elements could provide a more comprehensive understanding of how advertising constructs and perpetuates gender identities. By integrating the analysis of both linguistic and visual components, further research could offer deeper insights into the pervasive influence of advertising on gender perceptions and norms.

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Appendix

BRAND	PRODUCT	PRODUCT NAME	PRODUCT DESCRIPTION
NIVEA	Body lotion	Naturally Good	NIVEA Naturally Good Body Lotion with 98% natural origin ingredients for smooth, moisturised, and healthy-looking skin for 48 hours. Inspired by nature, we have used the best natural ingredients to create products that bring out the natural beauty in your skin.
Nivea	Body Lotion	Firming Body Lotion	Transform your dry skin into deeply moisturised and noticeably firmer skin with our Q10 Firming Body Lotion enriched with Vitamin C. The soothing lotion deeply moisturises your body after the first application and helps to reduce the appearance of wrinkles. With regular use, the body lotion reduces the visibility of stretch marks, sun blemishes, and pigment spots within four weeks. Helping consumers feel good about their own skin is the driving motivation for the world's No. 1 skin care brand. When stretch marks and pigment spots are attracting attention, NIVEA strives to help us refocus on the here and now and enjoy our moments.
Nivea	Shower gel	Caring Bath Cream Care and Relax	NIVEA caring cream bath provides you bath moment for naturally soft and pampered skin feel every day. The delicate scent and long-lasting foam will delight both skin and senses.
NIVEA	Shower gel	Cashmere and Cotton Oil	NIVEA Cashmere and Cotton Oil caring shower gel leaves you with touchably smooth, lasting soft skin feel. Formulated with vitamin C and E and precious oils, this shower gel pampers the skin and protects it from drying out. NIVEA's everyday body wash with cotton oil leaves your skin feeling healthy and features a delicate orchid scent to delight your senses.
NIVEA	Deodorant	Pearl and Beauty	NIVEA Pearl and Beauty anti-perspirant deodorant with precious pearl extracts evens out your skin tone and offers you velvety smooth and beautiful underarms.

NIVEA	Deodorant	Black and White Invisible Silky Smooth	NIVEA Black and White Invisible Silky Smooth Anti-Perspirant gives your skin reliable 48 hour anti-perspirant protection while caring for your skin. The alcohol-free* formula with skin conditioners provides silky soft and velvety smooth skin.
FA	Deodorant	Glamorous Moment	Treat yourself to a glamorous moment, and let your senses explore a lovely journey with this black orchid scent deodorant.
FA	Deodorant	Fiji Dream	Refresh your body and mind and let your senses explore an exotic journey with this lush murumuru and floral green scent deodorant.
FA	Shower gel	Ipanema Nights	Take a stimulating journey to Brazil from your shower! Dare to explore the exotic night jasmine scent and let your senses transport you to the pulsing centre of samba.
FA	Shower gel	Pink Jasmine	Discover the wellness oasis of the Pink Jasmine Magic Oil. The secret lies on the micro-oil infused formula, which combined with the magic of pink jasmine scent will give you a refreshed and caring skin feeling.
DOVE	Shower gel	Nourishing Secrets Glowing Ritual	Discover the beauty secrets of Japanese women. The Dove Nourishing Secrets Glowing Ritual shower gel combines a nourishing, creamy formula with lotus flower extract and rice water for glowing, radiant skin that looks and feels like silk. The cleansing ritual combines cleansing and nourishing properties, lending the skin an instantly soft and smooth appearance. Charm your senses with a refreshing floral scent every time you step in the shower.
DOVE	Shower gel	Purely Pampering Almond	Nothing beats relaxing in a lovely aromatic bath full of bubbles. Dove Purely Pampering Almond bubble bath will bring you moments of bliss, transforming your everyday cleansing routine into a pleasant ritual and a great experience for your whole body and senses; an experience to really look forward to. It will help your body and mind to relax and rest even after a very demanding day. Add some to running

			warm water. Watch the clouds of heavenly-rich foam blossom and let them pamper your senses. Your skin will have a lovely aroma.
DOVE	Deodorant	Care Powder Soft	Your underarms deserve a deodorant that takes care of your skin, while protecting it from sweat and odour. Dove Advanced Care Powder Soft Antiperspirant Deodorant Spray does both. This is an antiperspirant spray you can count on. Thoughtfully formulated with 0% alcohol, it delivers the utmost care for delicate underarms – even after shaving.
DOVE	Deodorant	Advanced Care Coconut and Jasmine Flower	<p>After a long day, a restoring ritual makes all the difference. Cue Dove Advanced Care Coconut and Jasmine Flower spray antiperspirant with its creamy coconut fragrance and jasmine flower scent. The result? Soft underarms that boost confidence and leave you feeling rebalanced for the rest of your day.</p> <p>This deodorant is made with our most advanced formula and plant-based moisturiser for nourished and fresh underarms. Expect smoother underarm skin you’ll want to show off all the time.</p>
BRAND	PRODUCT	PRODUCT NAME	DESCRIPTION
NIVEA	Deodorant	Cool Kick	NIVEA MEN Cool Kick Anti-Perspirant Deodorant instantly offers revitalising freshness while effectively protecting you from sweat and body odour all day long. The mild Cool-Care formula revives your body and regulates perspiration effectively.
NIVEA	Deodorant	Silver Protect	This anti-perspirant offers reliable 48 hour protection that cares for your skin. The formula fights body odour.
NIVEA	Shower gel	Power	Want some extra freshness? The power is yours! This shower gel with a citrus zing to refresh the senses will get you going and refresh your body and mind. The shower gel with 24H Fresh Effect has a powerful scent that will leave your skin feeling refreshed.

NIVEA	Shower gel	Energy	Work hard, play hard? Face every day with energy. This shower gel with a refreshing hit of mint will provide you with 24 hours of freshness, leaving your skin and hair feeling revitalised.
NIVEA	Cream	Fresh Kick	NIVEA MEN Fresh Kick After Shave Balm - Infused with mint and cactus water, this fast absorbing and ultra light after shave balm will instantly refresh and give 24h hydration.
NIVEA	Cream	Skin Energy	Feeling strong or tired? strong. Powered with caffeine 100% from a natural source, the cream will instantly hydrate and refresh the skin, fight signs of tiredness, and improve skin condition for a natural healthy look. Your body needs energy each day and so does your face. We have developed an innovative moisturiser for men that charges your skin with invigorating caffeine. With the caffeine-infused formula, your skin will receive the energy boost it needs.
FA	Deodorant	Kick Off	Refresh your body and mind and let your senses explore an adventurous journey with this refreshing scent deodorant and bodyspray.
FA	Deodorant	Coffee Burst	Feel attractive with this exquisite, timeless fragrance based on aromatic coffee accord refreshing your senses.
FA	Shower gel	Xtreme Sports Refresh	Activate your body, mind and senses with the refreshing scent of lemon and musk. The 3-in-1 formula effectively cleans your hair, face and body protecting your skin from drying out.
FA	Shower gel	Speedster	Activate your body, mind and senses with the refreshing scent of citrus and lemongrass. The 2-in-1 formula effectively cleans your hair and body protecting your skin from drying out.
DOVE	Shower gel	Endurance 3-in-1	Exercise is great for your body and mind – but did you know that extra sweat and friction can lead to rash, chafing, dryness and irritation? To give your skin the post-workout care it needs, we recommend adding Dove Men+Care Endurance 3-in-1 Body, Face + Hair Wash to your sports bag.

			Formulated with plant-based moisturisers and Micromoisture technology, our head-to-toe cleanser leaves your skin feeling stronger and smoother, while giving it continuous 24-hour nourishment.
DOVE	Shower gel	Refreshing Extra Fresh 3-in-1	Do you want to take the freshness of your shower routine to the next level? Look no further than Dove Men+Care Refreshing Extra Fresh 3-in-1 Body, Face + Hair Wash.
DOVE	Deodorant	Cool Fresh	Need an antiperspirant for fresh underarms? Introducing Dove Men+Care Cool Fresh Antiperspirant Deodorant. As the name hints, it creates an invigorating, aqua scent that leaves you feeling cool and collected. But best of all, it helps protect against sweat and odour, so you can go about your day with confidence.
DOVE	Deodorant	Odour Defence	Looking for a deodorant that helps combat sweat? Dove Men+Care Odour Defence Deodorant is calling your name. Designed to give you 72-hour sweat and odour protection and fight the majority of odour-causing bacteria, this is the multi-tasking essential you need.