

17743

A SEMIOTIC ANALYSIS OF PERFUME ADVERTISEMENTS

SUBMITTED TO
AJARN DR. SAVITRI GADAVANIJ SANGMA

BY
MALEEWAN SITTICHAIMANEE

A RESEARCH PAPER FOR LA 890 SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF ARTS (LANGUAGE AND COMMUNICATION)
SCHOOL OF LANGUAGE AND COMMUNICATION
NATIONAL INSTITUTE OF DEVELOPMENT ADMINISTRATION
2005

ACKNOWLEDGEMENTS

This research paper is a partial fulfillment of the requirements for the Degree of Master of Arts (Language and Communication) from NIDA (National Institute of Development Administration). The researcher has an inspiration from learning the semiotic theory and interests to use this theory as the main framework of this research. This research gives more experiences with smile and tears. In this research, it is not easy to pass many obstacles, the persons who help and encourage the researcher to finish this paper that cannot forget to say thank you very much are our beloved family especially the researcher's mom, who is tired and helps us everything. She is the will who gives the researcher a way.

The researcher would like to give a million thanks to our advisor, Ajarn Dr. Savitri Gadavani Sangma for her advice, comment, kindness and continuous support.

A big thank also go to Ajarn Dr. Wasita Boonsathorn who suggests and lends many books to support our literature review.

We wish to thank Mr. Robert D. Merchant for editing this research paper.

Our thanks are extended to our friends, especially, Ms. Tasanee Petcharintarak and Ms. Saranya Panjapitaxwong. Thank you for your spiritual encouragement and consistent aid.

We would like to thank the teachers and the staffs of the School of Language and Communication for teaching and suggesting many good things.

Eventually, special thanks to all who find this research paper of value in reading and studying.

ABSTRACT

A Semiotic Analysis of Perfume Advertisements

By

Maleewan Sittichaimanee

This study aims to interpret the meaning of signs from the perfume advertisements by using semiotic theory as the main framework. Moreover, this study is focused on nonverbal communication, advertising, color coding and gender difference. All of these aspects are used as the basic knowledge to analyze the data for this research. Beyond these aspects, the researcher uses the instinct and the general knowledge background to interpret these signs. Therefore this research is depended upon the cultural specific.

Three research questions are generated. RQ.1 asks what codes can be found in the perfume advertisements? RQ.2 asks how nonverbal cues present the meaning in the perfume advertisements? RQ.3 asks is there any differences between men and women perfume ads from the same brand name?

Data analysis is focused on qualitative approach. The researcher has analyzed all levels of semiotic theory including nonverbal communication and color coding. In order to find out the gender differences in the perfume ads, this research is focused on the shapes and colors of the perfume bottles.

The results show that verbal and nonverbal codes can be found in the perfume ads. The verbal codes are in the perfume names, brands and slogans. We find that three main nonverbal signs are played the important roles in the perfume ads as the perfume bottles, the styles of fonts and the models. For gender difference, we find that there is no clear cut about the shapes and colors of perfume bottles. The clear signs that can be distinguished the gender are verbal signs. Nonverbal codes and visual

images are used more than verbal codes and textual images. As well nonverbal communication helps us to understand the meaning of signs in various aspects such as age, gender, race, occupation, characters, personality, taste and preference of the target groups. Finally, semiotic theory is the essential basic background that helps us to interpret the signs which we can see in our daily life, especially the commercial advertisements.

TABLE OF CONTENTS 17743

ACKNOWLEDGEMENTS ii

ABSTRACT iii

TABLE OF CONTENTS v

CHAPTER ONE: INTRODUCTION 1

 Introduction 1

 Research Questions 3

 Definition of Terms 4

CHAPTER TWO: LITERATURE REVIEW 11

c2-1

 Introduction 11

 Semiotics Theory 12

 Definition of Semiotics 13

 A brief background and general notions 15

 Types of signs 16

 Semiology: the Science of signs 17

 Barthes and the Media's semiotic 20

 Eco's Semiotics 22

 Langer's Theory of Symbols 23

 Visual Semiotics Theory 26

 Advertising 29

c2-2

 Advertising and Mass Communication 29

 Definition of Advertising 30

 Process and Functions of Advertising 32

 History of Advertising 34

 Aspects of Advertisements 37

| | | | |
|--|------------|------|-------------|
| Nonverbal Communication | 56 | c2-3 | |
| Meaning and Types of Nonverbal Communication | 57 | | |
| Nonverbal Communication and Culture | 87 | | |
| Color | 90 | | |
| Gender Difference | 103 | | |
| CHAPTER THREE: RESEARCH METHODOLOGY | 108 | | |
| Introduction | 108 | | |
| Materials | 109 | | |
| Data Collection | 109 | | |
| Data Analysis | 110 | | |
| CHAPTER FOUR: DATA ANALYSIS | 112 | c4-1 | |
| Introduction | 112 | | |
| Single perfume advertisement | 112 | | |
| Series of advertisements | 148 | c4-2 | |
| Female-male perfume advertisements | 193 | c4-3 | (175-208) |
| CHAPTER FIVE: DISCUSSIONS | 209 | | |
| Signs in perfume advertisements | 209 | | |
| Types of nonverbal communication | 213 | | |
| Semiotics in perfume ads | 214 | | |
| Aspects of advertisements | 215 | | |
| Meaning of colors in the perfume ads | 217 | | |
| Critiques and concepts of perfume ads | 218 | | |
| CHAPTER SIX: CONCLUSIONS | 230 | | |
| Conclusions | 230 | | |
| Limitations | 237 | | |

Implications of the study and Recommendations for Future Research 239

REFERENCES 241

APPENDIX 247