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A Multimodal Analysis of Hyperbolic Devices in Advertisements of Health and Beauty Products

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Abstract

This paper examines the use of one of the most common linguistic devices which is hyperbole. It shows how hyperbolic devices are used as an aspect of exaggeration or overstatement for an extra effect in which the speaker can use hyperbole to add something extra to a situation in order to exaggerate his idea or speech. It is, like other figures of speech, used to express a negative or positive attitude of a specific unit of language. Thus, this paper is set against a background of using hyperbole concerning two main fields (advertisements and propaganda). So, the use of hyperbole will be implied by analyzing them concerning their meaning (literal and non-literal). Methodology of this study follows the specific model of analysis adopted from Barthes (1977) cited in Machin (2007).

Keywords: multimodal analysis, hyperbole, advertisements, beauty,

1. Introduction

Hyperbole is a kind of figurative language that is used as an influential way of the speaker to affect the listener of what he/she is talking about though it may be used as a demand to report a real present situation that needs the listener passion to be more efficient. According to Leech (1973, p. 168) "hyperbole is frequently concerned with personal values and sometimes: that is, with making subjective claims which, however exaggerated". Van Dijk (1997, p. 267) mentions that the most prominent accounts of images in regard to advertising is the semiotic

account of the structure of advertisements and the structural relationship between images and text. Likewise, Crystal (1997, p.109) mentions that the term denotation refers to the relationship between the linguistic and non-linguistic unit while connotation is regarded as a kind of meaning that is used mainly with reference to the emotional associations.

Stern (1963, p. 310) mentions that hyperbole as a figure of speech that the enhancement of referent would be taken as a form of exaggeration (when statement is not intended to be interpreted literally). Therefore, the idea of feeling sympathetic or dissatisfied with everyday terms confirms the role that hyperbole plays (exaggeration here is inevitable to impress the mind or feelings of the hearer). The main use of hyperbole is shown in the two previous fields for the purpose of exaggerating the benefits they want to declare as well as using the figurative language that will affect their purpose to increase the effectiveness. Cruse (2006, p. 80) asserts that the form of hyperbole covers deliberate exaggeration for rhetorical effect in order to broaden the impact or to attract the audience's attention. Richardson (2007, p. 65) states that the form of hyperbole as a figure of speech is employed to examine the excessive exaggeration made for the rhetorical effect, e.g., "*flight to glory*" as a hyperbole comes to mean *death*. Saussure (1966, p. 65) thinks that language is regarded by many people only as a naming process and a list of words after reducing it to its elements in which each corresponds to the thing that it names. Kress & Leeuwen (1996, p. 8) mention that in semiology motivation is not always taken into consideration in regard to the act of sign-making but it is rather defined as an intrinsic relation between the signifier and the signified. Advertisers are experts at displaying of visual hyperbole. Such ads show how users can gain enormous, super-human benefits from a product. So, the use of hyperbole which is widely welcomed in the fields of advertisements and propaganda for the purpose of communicating ideas, emotions and images in a very efficient way. Such hyperbolic expressions always employed without any question by a listener or a reader who accepts them as a form of evaluative introduced by the speaker. The speaker by using hyperboles tries either to magnify or minimize the situation he is talking about for his own purpose to deliver his idea or aim as well as his interest to show only the best ever. The message through using hyperbole could be a person, a picture or any seen message that contains hyperbole in traditional or social media. Advertisers used to support their products by using exaggeration to hype up what they would like to offer as well as showing always the best in regard to the happy moments, youthful persons who are on display, and by using the extensive use of superlative forms like: best, greatest or most.

All these cues will be a concept of convincing for the consumer to get the product regardless the truth. The language of advertisement is also used as an

action to stimulate the consumer's interest "a way of doing things with words" which is completely considered as a different emphasis from our everyday language use. Thus when language is seen as a form of action, mapping or constructing reality of this becomes one form of action among many which is really influential. Here language is not only used to deliver a message rather than providing the means to convince the buyers about what it is advertised. Thus, the discourse of advertisement is to be very effective rather than boring. Montgomery (2007, p. 23-24) considers advertisement as an action of motivation that could not only be done by choosing words randomly. It will be done by using the most likely productive, functional and remarkable piece of language. Goddard (1998, p. 5-6) at the same time suggests that for the advertisement to be worked, there should be a special use of language that affects and means something to us which is the most significant part of that language to involve our extra concentration and notice how the message is constructed in a way that is uniquely selected. Thus, despite the many studies which have been conducted in the field of Health and Beauty products advertisements, no study has been conducted to investigate **Hyperbole in advertisements of Health and Beauty Products**. Accordingly, it is the task of this study to fill this gap in the literature. The textual analysis is dedicated to analyze the collected data from the advertisements that include the hyperbole as a linguistic device to study them semantically and syntactically. Their meaning and structure are the main concern of the analysis in order to classify these linguistic devices as a form of language use in advertisement discourse. The two fields of analysis will be taken into consideration as an interdisciplinary form of a language method to deliver the message behind using hyperbole.

2. Problem of the Study

Problems of this study is revealed in regard to the understanding of hyperbole as a linguistic device used to express exaggeration and this could be interpreted literally. If this occurs, there will be a problem of comprehending the literal and the intended meaning behind using this device. Another thing of using hyperbole is the excitement and temptation that are not considered as real as they are. So, this may lead to the concept of "having what is unacceptable" because the listener does not always accept such undone promises. Creating the world of impossibility is another thing that could be resulted by using hyperbole taking into consideration that how far these expressions will deceive the audience.

3. Research Questions

What effect do advertising tactics have on people's mind?

What impact does the use of hyperbole have on consumers?

4. Aims of the Study

The aim of this study is to shed light on the **uses** and **meaning** of Hyperboles in regard to the fields of advertisements focusing on the structure and meaning of these linguistic devices through analyzing them in details. The study also aims to investigate the aspect of language should be used to make the advertisement more acceptable and motivated. Exploring the consumer's or listener's interaction with the advertisement is another important thing that must be taken into consideration.

5. Literature Review

This part of the study is completely devoted to illustrate the basic concepts used to analyse the hyperbolic devices in advertising limited to two companies "DERMALOGICA & L'OREAL". It highlights the difference between literal and non-literal meaning in terms of denotation and related concepts. Another thing discussed in this part is relation between text and image since the core aim of this study is to analyse both text and image and how this use affects the audience as a persuasive tool. The last part is dedicated to demonstrate related studies.

a. Denotation & Related Concepts

Crystal (1997, p.82) mentions that connotation, as a term, is used to refer to the emotional associations that are suggested by a linguistic unit while denotation is concerned with the linguistic and non-linguistic entities to which it refers to. Cruse (2006, p. 33) mentions that the main uses of connotation are to refer to non-truth conditional aspects of meaning like the expressive features or register allegiance. Cruse (2006, p. 45) suggests that denotation as a linguistic expression represents the aspect of meaning which is involved in the potential use of making truth description about the world. Leech (1990, p. 9) concludes that conceptual meaning, sometimes called denotative or cognitive meaning, is regularly used as the central aspect of linguistic communication and it can be regarded to be shown as the essential functioning of language. He adds that the main reason for assigning priority to the denotative meaning is because of having a complex and sophisticated organization that could be compared with syntactic and phonological levels of language. Denotation, on the other hand, is considered as the communicative value that an expression has through what it refers to. Thus, talking about connotation represents talking about the real world experience. Abbott (2010, p. 13) asserts that the term denotation is used to talk about words-world relation while connotation is applied to imply the possession of certain attributes or properties concerning the part of the entity.

b. Text & image

Barthes (1977, p. 25) states that the text, as linguistic unit, is used to distinguish a parasitic message designed to connote the image. In other words, the image does not illustrate the words; it is the words that are parasitic on the image. Another thing is that the effect of connotation is totally different concerning the way in which the text is presented.

Machin (2007, p.23) illustrates that some images are not used to communicate a general or abstract idea because of showing particular events, people, places, and things. Thus, these images may be used to document or denote reality. So, by asking what an image denotes is asking who and/or what is depicted. In such a way, images always mean something to us.

c. Related Studies:

Different studies have been carried out regarding the field of health and beauty from a linguistic point of view. One of the studies that dealt with Health products Ads is done by: "Kuldip Kaur, Nalini Arumugam and Norimah Mohamad Yunus" in (2013) which examines beauty advertisements in regard to local English Magazines from a critical discourse analysis perspective. It focuses on the use of language in beauty advertisements as well as the strategies employed by advertisers to manipulate the customers. The analysis procedures are adopted from Fairclough's framework. It shows how the ideology of "beauty" is produced and reproduced through advertisements in popular local women's magazines. The findings indicated that advertisers used various strategies to manipulate women. The advertisement plays an important role to promote an idealized lifestyle and manipulate readers to a certain into believing whatever that is advertised is true.

Another study that was conducted to the health and beauty product is written by "Andrea Noriega" in (2012). This study is dedicated to shed light on a critical multimodal discourse analysis to three Television commercials: 1- Neutrogena "Healthy Skin Liquid Makeup" 2- Colgate "Advanced total whitening toothpaste" and 3- "Activia Probiotic Yogurt". The purpose of this study is to investigate how television commercials construct a relationship between health and beauty. This research includes analysis of both the visual and the verbal modes, drawing on Systemic Functional Linguistics, Critical Discourse Analysis, and Multimodal Discourse Analysis, and Inter-mode relations. The findings are discussed in terms of the theories of healthism discourse and aestheticization of everyday life. The results of this study suggest that there is a colonization of the advertising non-health related products under healthism

discourse, and this type of advertising is co-occurring with ideologies of the body beautiful resulting in an unprecedented consolidation between the concepts of health and beauty.

The third study which has also been devoted to health care advertisements is made by “Kristen L. Ellison” in (2014). This paper examines the discourse of agelessness, a vision of esthetic perfection and optimal health that is continually referred to by gerontologists, cultural theorists, and scientific researchers as a state of being to which humankind can aspire. It also explores the means through which anti-aging skin care advertisements present to their viewers a particular object of desire, looking, more specifically, at how agelessness is presented as a way out and ultimate transcendence of age.

6. Methodology

This study conducts textual analysis to investigate the collected data from the advertisements that include the hyperbole as a linguistic device to study them according to two types of meaning (literal and non-literal) adopted from Bathes (1977) cited in Machin (2007). Their meaning and structure will be the main concern of the analysis in order to classify these linguistic devices as a form of a language use in advertisement discourse. The two fields of analysis will be taken into consideration as an interdisciplinary form of a language method to deliver the message behind using hyperbole. Although hyperbole is sometimes mistaken to represent the real meaning of the message delivered, it's always understood as a form of exaggeration to magnify or describe the thing that we want to talk about. Thus, the analysis of these linguistic devices will be the most significant part of the study to figure out their real meaning and structure. So each hyperbole is going to be shown by having the literal and non-literal meaning. The analysis will be comprehensive to include every part of a hyperbolic advertisement.

Saeed (2000, p. 15-16) also suggests that the distinction between the two terms is introduced in lots of texts. The basic distinction is drawn between instances where the common use in a neutral and instances where the speaker intentionally describes something in untrue or possible terms to accomplish or fulfill a special purpose behind using special form of language. He adds that non-literal uses of language are known to be called figurative and described by a host of rhetorical terms including metaphor, irony, metonymy, synecdoche, hyperbole, and litotes. Hence, shifting the meanings by the speaker is a very noticeable way to fit the purposeful condition. One such shift is very familiar by using hyperbole in the field of advertisement.

This shift of language use in the field of advertisement is now fossilized and their figurative quality is no longer noticed to the common. Thus, the use of non-

literal language becomes a very significant part to interpret and deliver the message since using the literal will not affect the audience as well as it will be extremely non-fashionable usage. In this part, the interpretation of the advertisement by getting what is behind will be our major concern. (Lyons, 2005, p. 280-284) mentions the concept of literally interpretation as a purpose for not adjusting the ontological assumption which is dedicated for the significant degree. Cruse (2006, p. 96) defines literal meaning as a linguistic term that always applies to one of the current meanings of a polysemous word. It could be used as the default meaning, a plausible source from which the other meanings can be derived, familiar rather than unfamiliar. At the end, the analysis will combine between handling the grammatical components of the utterance as well as discussing its meaning and how this meaning interpreted by the audience of the advertisement. By having done these steps, there will be a very clear interpretation to the uses of hyperbole for the purpose of capturing the other's attention to get persuaded in what they hear or see in the advertisement. All the hyperbolic expressions will be shown literally and non-literally to have the real meaning and how much the expression is exaggerated by the advertisers to draw peoples' attention in order to be more persuasive and acceptable.

7. Theoretical Framework:

The researcher has chosen Barthes (1977) semiotic approach: "denotation and connotation" as he dedicated a model to analyse images that communicate a general or abstract idea. Barthes (1977) believes that denotation can be considered as one way to think about the first level of meaning in a photograph. To recognize what is seen in any image what is looking at needs to be known. Connotation on the other hand is considered as that level of meaning used to connote ideas and concepts. Thus, by asking what an image connotes means what ideas and values are conveyed through what is meant. So, using two levels of meaning adopted from Barthes (1977) cited in Machin (2007) will show the particulate discourse or message followed by the company to offer the elements of its product. All this is done via analysing the collected images at the two mentioned levels of meaning. Similarly, the importance of hyperbolic advertisements on the consumer's concept is taken into consideration to be dealt with during this paper over analysing all the collected hyperbolic expressions according to the model of analysis. Thus, analysing hyperbolic devices in terms of literal and non-literal meaning is the core point of this study.

The analysis will show in detail how these linguistic devices could be used according to the interpretation of the reader or listener to be affected by using a special kind of language which deliberately dedicated to the field of Ads. The analysis deals with textual concepts in which hyperbolic expressions are interpreted to cover the persuasive aspect as the point of the advertisers is to

convince their consumers with a very influential, impressive, and dynamic way to buy the products.

8. Data Analysis

This part consists of ten samples of beauty products concerning “DERMALOGICA & L'OREAL” companies that include hyperbolic devices in their advertisements. Each product of the company reveals its persuasive way of convincing people to get it by using a specific way of using language and how the language use of language has its effect on the Advertisement. Through the analysis, there will be selected words for each product to be analysed according to the idea of persuading the buyers to get these products regardless of their percentage of usefulness and effectiveness for those who will use them. Every product in this paper guarantees its usefulness by using a number of words that can reveal how the product is important or necessary to be used and applied by people. The companies used to show only the positive side of their products without trying to mention their side effects.

Sample: 1



If we look at this picture, we will see that this advertisement is about a skin product by “DERMALOGICA” that a certain pose is used to connote a specific meaning with a woman’s picture putting her hand fingers on her cheek. The picture denotes a woman looking forward with fingers on her cheek while connotatively it delivers the idea of how this product is useful to the skin via using words like “achieve” as a verb, the superlative form of the adjective “best”, and the word “ever”. For the verb, achieve is always used with positive connotation to mean success or something successfully occurs. Thus, using such a word will bring the audience’s attention that this product will successfully affect the skin in a way that the buyer will feel excited to use such a product.

The superlative form of the adjective "best" is always used to express or mean everything in its highest rank that nothing will be better concerning the results of using such product. The company can use other words like "to achieve nice skin" but it prefers these kinds of words to make others fully aware of their products through manipulating with words since these words have their effect on the audience. The last word in this advertisement is "ever" which is an adverb, meaning "at any time, or at all times". By using a word like this, women might willingly think of buying the product feeling a hundred percent sure that this product has its great value on their skin within unlimited period of time. This is certainly impossible to be done because the product will have its advantage for a limited period of time and then it will be vanished or used with a little value than before. Therefore, the company by using such words tries to employ its efforts to convince the audience only to get the product regardless of its real benefits to the skin. Another thing is that the company does not mention any side effects of using the product to avoid having people been worried about the product. The exaggeration form in this advert is that the message behind the text in which is this product will change the skin to its best form. It is hyperbolically conceptualized by the readers of this advertisement that they will have the best skin compared with the woman's skin appeared in this advertisement since she has a flawless skin. Another thing is that the picture is well done into two parts including the image of the woman and the message employed by some words to be fully persuasive.

Sample: 2



Looking at this advertisement. It is noticed that it is also about a skin product. The picture denotes three tubes of the mentioned product under the name of "DERMALOGICA". The connotative meaning of the picture is expressed by the company by using words like "Healthy", "heroes", "top", "won", "loyalty", and "countless". The first word which is the adjective "healthy" is used in the top of

this advertisement to attract people who are interested in this type of product. It is applied here to connote that this product has no side effect on the skin which means it is very useful to use this product with confidence.

The plural form of the noun “hero” is used at the top of the advertisement to bring women's attention that this product is the skin assistant that will work together to give their satisfaction for the required results because one of the meaning of hero is to be admired or remembered by others. So using such a word will push the buyers to think over that buying such a product is something important to the skin. As a syntactic classification, it is a common noun in its count sense that denotes concreteness. The word “top” which is an adjective is used as a kind of a collocation with word “sellers” to impress those who are interested in using these products that this product has the top sellers among others meaning that many people bought this product and used it for its high effect. As a syntactic classification, this adjective occurred attributively to modify the noun “sellers” for the purpose of impressing the readers. Semantically analyzed, this adjective belongs to the gradable sub classification. The word "won" which is a lexical verb in the past form, is used here as another signal for the prosperity of this product to reveal how this product is elected and obtained by buyers. The fourth word is “loyalty” which is a noun used to promote the value of this product. This word is always connected with feelings and adopted here to express the feelings of the buyers who used this product. As a syntactic classification, this word is under the common classification of nouns which is a count noun in its abstract sense. The last word of this advertisement is the word “countless” which is an adjective used to give the exact meaning of very much. It is another way of promoting the number of people who used this product since it proves its validity via having the top sellers and won the loyalty of countless fans. As a syntactic classification of adjectives, this one is classified as an attributive adjective to modify the noun and as a semantic classification, it is classified as a non-gradable adjective Thus, the word “countless” is another signal for the number of women who tried this product, leading the readers of this Ad to imagine that there many women who tried this product and gave positive feedback about its fantastic results to reach the amount of countless fans. For this advertisement, the form of hyperbole is clear by using the words “hero” and “top” because these words have been inferred for the purpose of exaggeration. The adjective “healthy” is used here attributively before the noun skin in regard to the syntactic structure while it is semantically gradable since it could be preceded by intensifiers to emphasize the concept of being important. The object of this has no picture for a specific person because the company preferred to put the picture of the product instead. The picture is divided into two parts including some words chosen by the company as well as the image of the product itself.

Sample: 3



This advertisement is also about skin product that is produced by “DERMALOGICA”. The certain pose of this product includes no specific picture for a woman to be present. The presented picture of this product denotes the product company with two bottles. The product connotes something absolutely important by using words like “best”, “winners”, and “finalist”. The superlative form of the adjective “best” is used again to emphasize that this product is number one as a classification to bring buyers' attention. The noun “winner” is used here to express the idea of competition among other products that have the same function but this one is the best ever.

The second noun used in this advertisement is the word “finalist” to empower the effect of this product and choose it within the list of other products. The company by using these words (best, winners, and finalist) tries to deliver its message to those who are interested in such products that getting this product will have a great effect via the change that will happen to the customer after trying it. Thus, it is noticed that during the advertisement, everything is chosen carefully to attract the customer getting that product with confidence. All this happens by using group of words that have its strong outcome upon those who have tendency to purchase beauty product. The three words are used to detect a positive connotation about this product in order to emphasize how important this product is. The form of exaggeration appears clearly again in this advert by using the superlative form "best" to persuade women that this product is the advantageous one. The object of this advertisement contains only the picture of the product as well as the content words used by the company as something persuasive. Another thing is that the picture of this product is divided into two parts including the product itself as well as the words. The image is designed simply without adding many details to focus on the product itself and the language describing it.

Sample: 4



For this advertisement, “DEMALOGICA” used the following text “48 hours”, “glowing”, “skin”, and “treatment” with an image of a woman that has a glowing face. The image of this advertisement is designed to have three things: a woman’s picture, the persuasive words of the company as well as the tube of the product. The image denotes that a woman messaging her face by her hand. The picture connotes a woman using a perfect product with a little smiley face. The word "glowing" is an adjective used to express something bright that is usually impressive. It is used collectively with the word “skin” to mean bright skin which is very acceptable and desired by women who are interested in beauty. It seems that the company uses the word "glowing" to make women fully aware of how impressive it is to have a bright face. The phrase “48 hours” is another thing that will impress the reader's attention since time is very critical factor concerning treatment. So, the company seems to be very interested in getting women's attention about the time to make them sure about the results of this product. It is another way of saying that the company is sure in regard to the results after using this product for one day. Further, the company uses the word “treatment” to promote its promise that the skin will be treated within "48 hours". Thus, a combination of a limited period of time and treatment is very interesting to be shown on the advertisement. Another figure used by the company is “the woman's glowing face” which is added in a very amusing way. The picture of lady messaging her face using the cream with confidence is like an invitation for women to look at this product carefully and use it to gain the same results. The readers of this advertisement will think that the effect of this product is exactly like what is displayed. Hence, using a woman in the

advertisement, will be very useful to encourage others to buy this product after showing its results in advance through a group of words. The hyperbolic sense in this advert occurs via using the numbers "48-hour and 10-minute" to make it possible for women to think about how effective this product is. The company also uses a lady's picture as an object besides the message expressed by the well as well as the product itself as a specific object of this advertisement focusing on the cheek position in which the product is designed for.

Sample: 5



For this advertisement, the company used both a text and a figure of a woman to show the message behind the advertisement. The company again used the words "new", "best" and "ever". The words "best" and "ever" have already been used in sample one to focus on how important these words are. As a picture of an advertisement, it denotes a happy woman with a smiley face while the picture connotes the value of the product by using words like "new" which is an adjective that is employed to express that this product will add something missed by women, ensuring that it has something specific not found with other products because the word "new" always has an attractive impact to bring others attention. The words "best" and "ever" are collectively occurred with the word "body" to send the readers a promise that with this product, the body will improve to the best quality ever. Another thing is that the company used the picture of a woman with a great body to support the text written in the advertisement. This is a very interesting way to attract the audiences' attention about the product. The woman in the picture is chosen perfectly as usual with a glamorous body shape to be the future promise for those women who are interested in this product. It is a way of convincing that every woman should have a body like the one in the picture and it will only be achieved by getting this product. Another important element in this advertisement is the figure of the

product itself which appears as a tube next to the picture of the lady. The purpose of the addition is to make people think of this product to stick in mind as the name of the company written along the tube. Again, the hyperbolic form in this advertisement is presented with the superlative form “best” in order to convince women about the usefulness of such kinds of products. The style of the photograph used in this advertisement is designed to include the object which is presented by having the photo of the woman as well as the tube of the product and message that contains the persuasive words of the company.

Sample: 6



For this advertisement, and to impress those who are interested in hair care, “LOREAL” company uses the following: “1st”, “power”, and “extraordinary”. This advertisement is designed to include a woman’s photo with a long healthy hair, the product, and the message of the company to convince people buying this product. The advertisement denotes a happy woman with a smiley face while it connotes the value of this product via using certain pose represented by the long healthy hair with a phrase “72 HR fresh hair” printed on the woman’s hair. The ordinal number “1st” is used in bold for its specific purpose and impact on the readers of this advertisement. It gives a positive impression that this product is fantastic since it is the number one concerning hair care products. Thus, using this kind of hierarchy will surely affect those who are interested in such kinds of product to think that there is no product better than this because it is arranged as number one among other products with the same purpose. The word “power” is also used in bold to emphasize its significance in the text with the ordinal number. It has its firm impression on the readers of this advertisement to express the validity of this material. It is also used collectively with the word “clay” to reveal that this product is naturally powerful without any hair damage. The adjective “extraordinary” is applied in this text to bring

women's attention that this product is effectively working with highly unusual results. So, using this adjective by the company is another way to make women confident of this product as well as to enhance its value. The company tries to use another promotion for its product which is the image of the woman with a very long and healthy hair to send a message to the women that they can have such a healthy hair if they get this product. In such away, by having this picture appeared in the advertisement, the company tries to convince women to take care of their hair to be like the image and this is only done by buying this product. For this advertisement, the hyperbolic device is appeared with the use of the number “72-hour” and number “1” which are very persuasive for women to have change within this time. As photographic style, the company focused on the hair which is shown as the main part of the advertisement besides choosing the black hair which is attractive and very strong color for the eye. Another thing is that the company offered all hair products to tell women that there is more than one product that they need to buy for the purpose of having healthy hair like the one appeared in the advertisement. Therefore, the picture of the advertisement focuses on the hair rather than the parts of the face as well as other details that are printed with a small size comparing with the persuasive words that are very clear and readable like “1”, “clay power”, “extraordinary clay”, “72 hr.”, “fresh hair”, “L’OREAL PARIS”. All these words are crystal clear since they represent the core of the advertisement to deliver the message of the company.

Sample: 7



For this advertisement, “L'OREAL” company used three key words which are “deep”, “rich”, and “perfectly”. All these three words are written below the name of the company to be seen and noticed clearly by women. The advertisement denotes a woman focusing on by looking at something while connotatively the advertisement is designed to deliver the message of the company via showing a specific woman with red lips and nails that appeared in bold. The company chooses a certain sitting condition to make the main focus only on lips and nails regardless the rest of the body. Another important thing is that the lady in the picture puts her hand near her head, and close to the lips, making them appear together to attract those who are interested in such kind of advertisement. The object of the advertisement includes three elements: the woman’s picture, the product picture, and persuasive words of the company including the name of the company that is written with a very big font size. Thus, the main object of the advertisement is the woman who is trying to offer the product by looking at both her lips and nails that are both red corresponding with the color of the product. In such a way, the company tries to deliver its message by using the adjective “deep” in a very good way to express the effectiveness concerning the result of this product especially if it is related to the color since the product is relatively designed to give an impressive color for both lips and nails. The second adjective used in this advertisement is the word “rich” which is applied with the previous adjective “deep” to continue flattering the product with more intensive language for the purpose of making women fully aware of how much this product is important. Thus, using an adjective like “rich” will enable the company to send its message that this product is full of natural materials that will work to improve the appearance of both lips and nails. Another thing is that the adjective “rich” will make women to think it over about the usefulness of this product. The third word used in this advertisement is the adverb “perfectly” which clearly indicates that this product is faultless and skillfully designed to cover the women's needs.

The company is also fully aware of having an image in the advertisement besides the text to support the idea introduced by the text. The figure of the beautiful and attractive woman appeared in the advertisement represents the future results of the product if it is used by women. That is why the company tries to focus on the shape of the lips and nails, which appeared in bold red, to promise every woman that she can have like these lips or nails if she gets this product. The idea of convincing woman to buy this product is really easy to be understood that without this product, women will not get such lips or nails and this is the main focus behind showing the advertisement. For this advertisement, there is more than one adjective used to express hyperbole for the purpose of exaggeration like the previous two adjectives “deep” and “rich” that are used to exaggerate the effect of this product. The last thing is that the techniques of the

photo which is designed to focus on the two tubes of the product that are extremely clear as well as the woman.

Sample: 8



In this advertisement, “L’OREAL” company uses the words “magic”, “instant”, and “perfection” as key words to the advertisement. The picture of the advertisement is designed to include three parts: the first one is occupied by a woman’s face, the second one illustrates the product and the persuasive words, and the third part shows another picture with the results of before and after using this product. The advertisement denotes a beautiful lady who used this product while connotatively the picture of the advertisement implies its message by using the word “magic” that shows the extraordinary result of this product. This word has its positive impact on the reader that using this product will leave fantastic results. The word "magic" is also applied to make women think about the significance of using this product and how effective it is. The adjective “instant” is used to explore the time of having a desired skin since fast changing is what women require with regard to beauty products. Thus, showing a message about the fast results of this product is really critical especially with face make up products to guarantee a short time change. The noun “perfection” is used in this advertisement to refer to something ideal in which this product is the top among others. Another thing is that every woman would like to have a skin like the one in the above picture. The company chooses a very famous actress to appear in this advertisement who has a beautiful face and skin. The woman's picture represents a dream for each woman who is interested in makeup. Thus,

seeing the picture of the advertisement, will encourage other women to think about purchasing product as a solution to their skin problems. This problem, according to the advertisement, can be solved by buying this product in which the company gave its guarantee to the people who will watch this advertisement.

The company made its advertisement in a very good way that the text and the picture are very compatible to affect anyone who is interested in such products. The hyperbolic sense in this advert becomes clear by reading the words like “magic”, “instant”, and “perfection” because these words are highly persuasive in make-up products to make others fully convinced about the results behind using them. Another important thing is that the photographic style of this advertisement has been chosen carefully to impress others that the name of the company is printed in a very big size and the face of the woman is pictured to match the product colour exactly.

Sample: 9

L' O R É A L PARIS

My perfect weapon to fight dry and brittle hair

ELVIVE
ANTI-BREAKAGE
with NUTRI-CERAMIDE

PROVEN RESULTS
-60% LESS HAIR BREAKAGE

Flow-drying and brushing can take its toll on your hair. ELVIVE Nutri-Ceramide targets the damaged areas of the hair to help repair it.

- Discover self-defence for your hair.
- The unique Nutri-Ceramide formula helps to transform dry, brittle hair, making it soft and smooth.
- ELVIVE Nutri-Ceramide can even help to prevent split ends, and leave your hair stronger than before. That gives you 80% less breakage.

BECAUSE YOU'RE WORTH IT.

New ELVIVE Anti-Breakage program with Nutri-Ceramide. A 3 step hair rescue plan. A daily shampoo and conditioner routine with an intensive masque, specially designed to give you stronger, beautiful hair.

L' O R É A L PARIS

www.lorealparis.com

EXPWY4
www.alamy.com

In this advertisement, “L'OREAL” company uses three main words which are “perfect”, “weapon”, and “fight”. The company again uses the adjective “perfect” to make those who are interested in hair care products aware about the validity of this product. This is because the adjective “perfect” is used to suggest completeness and lack of blemish. It is also used to describe something that is always highly ranked and typical. The noun “weapon” is used in this advertisement to refer to the solution that this product can give. So, the women, after reading or seeing it will absolutely think that they have their weapon

against hair damage. Thus, the word weapon has its appropriate use for its positive impact on the readers. The verb “fight” is used here with the word weapon to mean that this product retreats the damaged hair but the company prefers to use this word instead of retreat because the verb “fight” is collectively used with word “weapon” to show that this product is like a very strong tool to all women's hair. Therefore, the three words are all used to convince women to buy this product because it is the perfect solution for their hair. Another thing is that the company uses a picture for a lady with beautiful hair while assuring the appearance of text appeared in the advertisement. This picture is another way to convince women purchasing this product since the lady's hair in the picture is very healthy and shiny. Another supported tool is the lady's gesture of judo as assign of fighting and weapon.

In that case, seeing the picture of the advertisement by women will make them think about this product because every woman would like to have such shiny hair. So, buying this product will depend upon how this advertisement will affect women or change their mind about hair care products. For this advertisement, the hyperbolic sense is applied by using the words “perfect”, “weapon”, and “fight” that represent the connotative meaning of the advertisement because of their implied meaning. All these words are adopted to convince women about the efficiency of this product. These words are highly exaggerated to imply the results of this product. While the denotative meaning can be understood as a blonde woman who uses this product. The photographic style of the picture is designed to show three main parts to deliver the message of the company like: the woman with the healthy hair, the name of the company with the three previous words, and the product itself. If we look at the advertisement carefully, we will find that the biggest part is occupied as usual by the woman that is headed with name of the company. This is deliberately done to get others impressed by the image of the woman as well as the name of the company.

Sample: 10

A REVOLUTION IN FACIAL CARE
EXPERIENCE THE UNIQUE POWER
OF ESSENTIAL OILS

BECAUSE YOU'RE WORTH IT

EXTRAORDINARY OIL
AGE PERFECT

REVERSE INCLINEMENT
ILLUMINATING RADIANCE
REFRESHING CARE

EXTRAORDINARY FACIAL CARE
■ LUXURIOUS BLEND OF ESSENTIAL OILS
■ EXPLOSIVE MOISTURIZING TREATMENT
■ CONTAINS 99% INGREDIENTS OF NATURAL ORIGIN

LUXURIOUS FACIAL CARE WITH 100% USES

BRAND
L'ORÉAL
PARIS

*Three drops in the morning
and my skin is more radiant than ever.*
Elizabeth Rothe

In this advertisement, “L'OREAL” company uses the words “revolution”, “unique”, “power”, and “extraordinary”. The photographic style of this advertisement is designed to make the focus on the woman’s picture that has the biggest size besides the convincing words and the product itself. Thus, the main object of the advertisement is the young lady that connotes the effect of using the product and the results after using it. As a denotative meaning the picture can be considered to mean a young beautiful lady. Starting with the noun “revolution”, the company uses this word to indicate the change that would be implemented after using this product. The word “revolution” is inserted in the first line and written in capital letters to be used as a motivation for those who are interested in facial products. Another thing about using the word "revolution" is that the company, by applying such word in its advertisement, is trying to send a message that the main focus of this product is to change what was already existed in regard to age signs since the appearance of age signs is something unwelcomed. Therefore, the best solution is to prevent the appearance of these signs is by using this product. The second word used in this advertisement is “unique” which connotatively means that this product is the only one that can help age signs disappear. The company finds it suitable to use an adjective like “unique” with this product in order to emphasize the importance of this product among other products. The third word used in this advertisement is the noun “power” which connotes the effectiveness that this product has. The word “power” is the company's key word to convince women about how effective this product is as well as to make women sure that this product, in addition to its uniqueness, will demolish all the age signs appeared on the face. The fourth word used in this advertisement is the adjective “extraordinary” to emphasize the idea of being an exceptional product. The concept of buying something exceptional has its positive impact because most people think that being exceptional means originality or rare and this will lead women to think about getting this product. Another important thing in this advertisement is the woman's picture that appears besides the text. The young lady appeared with a glamorous face that has absolutely no age signs because she is young but the picture has its impact on the audience. The young woman with flawless and bright face represents the perfect face that every woman desires to have. So, using a young woman picture adds more to the advertisement to promote the text messages. The hyperbolic sense in this advertisement is clearly shown by using adjectives like “unique” and “extraordinary” and nouns like “power”, and “revolution”. All these forms are presented to show the satisfactory results of this product.

To sum up, ten samples are analysed consequently to show the most frequent hyperbolic devices used by both “DERMALOGICA & L'OREAL”. Five samples are tackled for both of these companies to be an introductory step to

illustrate the linguistic mechanisms as well as the frequency of these linguistic mechanisms.

9. Finding & Discussion

It becomes clear that there is a great use of adjectives in the advertisements of both companies. This use of adjectives like “best, extraordinary, perfect, and unique” seeks to address the audience directly and it is considered as highly valued since they are used to persuade the audience. By having this done, the advertising companies try to create a good relationship via having such a fascinating and indirect conversation between the company and its audience. Thus, vocabulary and image are taken into consideration as means of an effective communication particularly by using specific adjectives like the above mentioned to convey the positive or effective meaning of the message. So, each item is shown with a positive evaluation depending on the positive connotation for each adjective and image.

10. Results of the Study

Table No. 1: Frequency of Linguistic Mechanisms Used

No.	Linguistic Mechanisms	Frequency
1	Uses of adjectives	‘Best’, ‘top’, ‘countless’, ‘best’, ‘glowing’, ‘new’, ‘best’, ‘extraordinary’, ‘deep’, ‘rich’, ‘magic’, ‘instant’, ‘perfect’, ‘unique’, ‘extraordinary’.
2	Uses of nouns	‘Hero’, ‘loyalty’, ‘winner’, ‘finalist’, ‘skin’, ‘treatment’, ‘power’, ‘perfection’, ‘weapon’, ‘revolution’, ‘power’.
3	Uses of adverbs	‘Ever’, ‘ever’, ‘perfectly’.
4	Uses of verbs and numbers	‘Achieve’, ‘won’, ‘fight’, ‘48’, ‘10’.
5	Uses of adjectives, nouns, adverbs	‘New’, ‘best’, ‘body’, ‘ever’.
6	Uses of nouns, adjectives, and numbers	‘Hair’, ‘power’, ‘fresh’, ‘extraordinary’, ‘1’, ‘27 hr’.
7	Uses of adjectives and adverbs	‘Deep’, ‘rich’, ‘perfectly’.
8	Uses of adjectives and nouns	‘Magic’, ‘instant’, ‘perfection’.
9	Uses of adjectives, nouns, and verbs	‘Perfect’, ‘weapon’, ‘fight’.
10	Uses of nouns and adjectives	‘Revolution’, ‘power’, ‘unique’, ‘extraordinary’.

Considering table No. 1, it will be noticed that both “DERMALOGICA & L’OREAL” companies use adjectives twenty-six times in ten advertisements and the adjectives “best” and “extraordinary” are the most frequently occurred among other adjectives since each of them is used four times. That means the two companies prefer to use the superlative form of adjectives in their advertisements to emphasize the idea of exaggeration. Thus, adjective is considered as the first linguistic device used by “DERMALOGICA & L’OREAL”. The second linguistic device used in these advertisements is the noun. Noun is used nineteen times by the two companies and there is no preferable noun that is occurred more than others. The third linguistic device used by the two companies is the adverb since it is used five times. Verbs and Numbers are considered as the fourth linguistic device used by the two companies since both of them are used only four times. Thus, it becomes clear that the most common device used in these advertisements is the adjective because an adjective is always used to describe something for more information or clarification. Therefore, the focus of these two companies “DERMALOGICA & L’OREAL” is only to describe their products in a well-organized way to persuade those who are interested in buying these products. Another thing is that using adjectives emphasizes the concept for the readers and to seek to their attention about these advertisements and that leads them to think about these products through the exaggeration found within these products.

11. Conclusion

In this paper, ten samples of health and beauty products are analyzed to investigate the use and meaning of hyperboles concerning “DERMALOGICA & L’OREAL” companies in the framework of multimodality. The study of ten samples reveals that there are more than one linguistic mechanisms used by the two mentioned companies to use hyperbole in advertising as a powerful device. Another thing is that in today’s advertisement hyperbole is used as a common strategy to gain people’s attention and underline products quality. Therefore, this study is designed to illustrate hyperbolic devices as an instance of exaggeration both in text and image.

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تحليل متعدد الانماط لصيغ المبالغة في اعلانات منتجات الصحة والجمال

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المستخلص

تتمحور الدراسة حول استخدام صيغة المبالغة كواحدة من اكثر الظواهر اللغوية شيوعا حيث توضح الدراسة كيفية استخدام صيغة المبالغة التي تمكن المتحدث من استخدام هذه الصيغة للمبالغة في الوصف في فكرة أو حديث لأنها كغيرها من الصيغ البلاغية اللغوية التي تستخدم للتعبير عن موقف سلبي أو إيجابي لوحدة لغوية معينة. وعلى هذا الاساس ، وظفت هذه الدراسة على خلفية استخدام المبالغة فيما يتعلق بمجالين رئيسيين (الدعاية والإعلان) حيث يتم دراسة صيغ المبالغة دلاليا كمعنى حرفي وضمني. وتتبنى الدراسة منهجية التحليل المعتمدة من بارث (1977) في كتاب ماكين (2007) .

كلمات مفتاحية: متعدد الانماط، تحليل، المبالغة، اعلانات، الجمال