

**SOCIAL SEMIOTIC ANALYSIS OF FEMALE PERFUME ADVERTORIALS**

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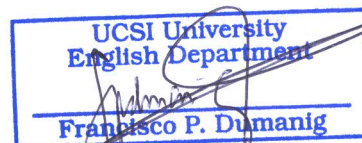
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## ABSTRACT

This research paper studies social semiotic analysis of female perfume advertorials. This study has used a qualitative approach for a systematic understanding of female perfume advertorials. The research design employed in this research was semiotic analysis. A qualitative approach was more suitable for analyzing the content of the corpus, because qualitative approach enables the researcher to analyze the actual data and to draw inferences from it.

A total of eight advertising features were used in this study to analyze linguistic and non-linguistic features in female perfume advertorials. For linguistic features such as, adjectives, nouns, verbs and modality were analyzed. However, the non-linguistic features analyzed the image acts, shot, angle and layout.

This study is limited to the use of perfume advertorials for women in Malaysia only. It is also limited to the English language. In the study sources that are used will be magazines.

Based on the research, the use of non-linguistic features in female perfume advertorials is to complement the linguistic features. Linguistic features can no longer be the sole carrier for meaning. Therefore, non-linguistic features are used alongside linguistic features to better convey the message female perfume advertorials are trying to send.