

**A MULTIMODAL ANALYSIS OF ADVERTISEMENTS IN MALAY FEMALE  
MAGAZINES**

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**ABSTRACT**

This paper examined advertisements as multimodal texts using social semiotics. Nine representative beauty advertisements from six Malay female magazines were analyzed based on visual elements and linguistic units. Aside from exploring the function of the “Halal” logo in the overall design (layout) and meaning of the text, various tools were also used to yield deeper insights on beauty discourse. The findings suggest that transitivity, presupposition, mood, and cohesion were effective linguistic tools in conveying beauty as a commodity presumably to Malay women consumers. It was also observed that the “Halal” logo had low modality as it was only used in the texts of three advertisements. Based on these findings, the discourse on beauty in Malay female magazines remains consumerist, ideal, and generic. Since the “Halal” logo had less impact, further research should be made to ascertain whether the beauty products have really passed the standards of “Halal” certification.