



**CONSTRUING WOMAN IDENTITY: AN APPRAISAL ANALYSIS OF
BEAUTY PRODUCTS ADVERTISED IN INTERNATIONAL WEB PAGES**

THESIS

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JEMBER UNIVERSITY

2020



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Presented to English Departement, Faculty of Humanities, University of Jember,
as one of the requirements to obtain a Sarjana Sastra in English Studies

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DEDICATION

I dedicate this thesis to:

1. My dearest parents, Achmad David Fatahillah and Suyik Binarkaheni. Thank you for all of your love, prayers, and support;
2. my beloved brothers Zulfikar Davbi Mahendra Fasya, Akbar Tegar Perkasa, Ahmad Tangguh Sabillillah. Thank you for your love, prayers, and support;
3. my friends in English Departement and University of Jember. Thank you for helping me and give me the best memories in my college life;
4. my boyfriend, Rivaldo Mahendra Rahman. Thankyou for all your love, support, and prayers;
5. my Alma Mater.

MOTTO

It always seems impossible until it's done¹

(Nelson Mandela)



¹ <https://www.britannica.com/list/nelson-mandela-quotes>

DECLARATION

The thesis entitled “Construing Woman Identity: An Appraisal Analysis of Beauty Products Advertised in International Web Pages” is an original and authentic piece of my work. I certify that this work has never been published in any institution. This thesis’s material used from secondary sources has been fully acknowledged and referenced.

Jember, 6 March 2023

The Researcher,

Dinda Chandri Laksmi Fasya

NIM. 160110101040

THESIS

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SUMMARY

Construing Woman Identity: An Appraisal Analysis of Beauty Products Advertised in International Web Pages; Dinda Chandri Laksmi Fasya, 160110101040; 2020; 41 pages; English Department; Faculty of Humanities; University of Jember.

This research talks about construing women's identity in beauty advertisement. It aims to find out how the ideal identity of women is constructed through language in summer beauty tips features. The data are taken from the official international websites of three well-known global drugstore skincare brands: *LORÉAL Paris*, *OLAY*, and *GARNIER*. This study use a linguistic methodology tool, Appraisal Frameworks, to help determine how women's ideal identities are constructed through beauty advertisement discourse on three selected web pages (Martin & White, 2005). This framework interprets how the language used in the three beauty tips features can emotionally construct the ideal female identity for female readers.

This study applies descriptive-qualitative method. The descriptive method is a kind of research method that has three main purposes of research: to describe, to explain, and to validate findings (Krathwohl, 1993). This method is suitable for this research since the types of data presented through interpretation are texts, and there is no numerical data or statistical data is used in this study.

The findings from this study shows the three features of the summer beauty tips interpret the identity of what kind of ideal woman using three subtypes of Appraisal Framework. These three subtypes, namely Engagement, Attitude, and Graduation in Appraisal theory, are applied to determine if the language used in those three summer beauty tips features constructs women's identity.

Furthermore, the most widely used of the three Appraisal subtypes in the three beauty advertisements are **Appreciation** from the Attitude subtype, **Entertain** from the Engagement subtype, and **Intensification** from the Graduation subtype.

The data shows that the **Appreciation** element in the Attitude subtype dominates these three beauty tips. There are 69 data containing Appreciation assessment. Then, this study finds that **Entertain**'s rating on the Engagement subtype is the most dominant of the three summer beauty tips. There are 22 data containing Entertain assessment. Moreover, this study also finds that the **Intensification** assessment is the most dominant in Graduation in these three summer beauty tips. There are 40 data containing the Intensification assessment.

In short, these three brands target the ideal identity of a woman by conveying the same message to their readers. They target an ideal woman who is brave and confident to go out and be active in the summer. As a marketing strategy to boost sales of the beauty products they promote, these three brands direct their readers to follow the beauty tips they offer and apply the products they recommend.

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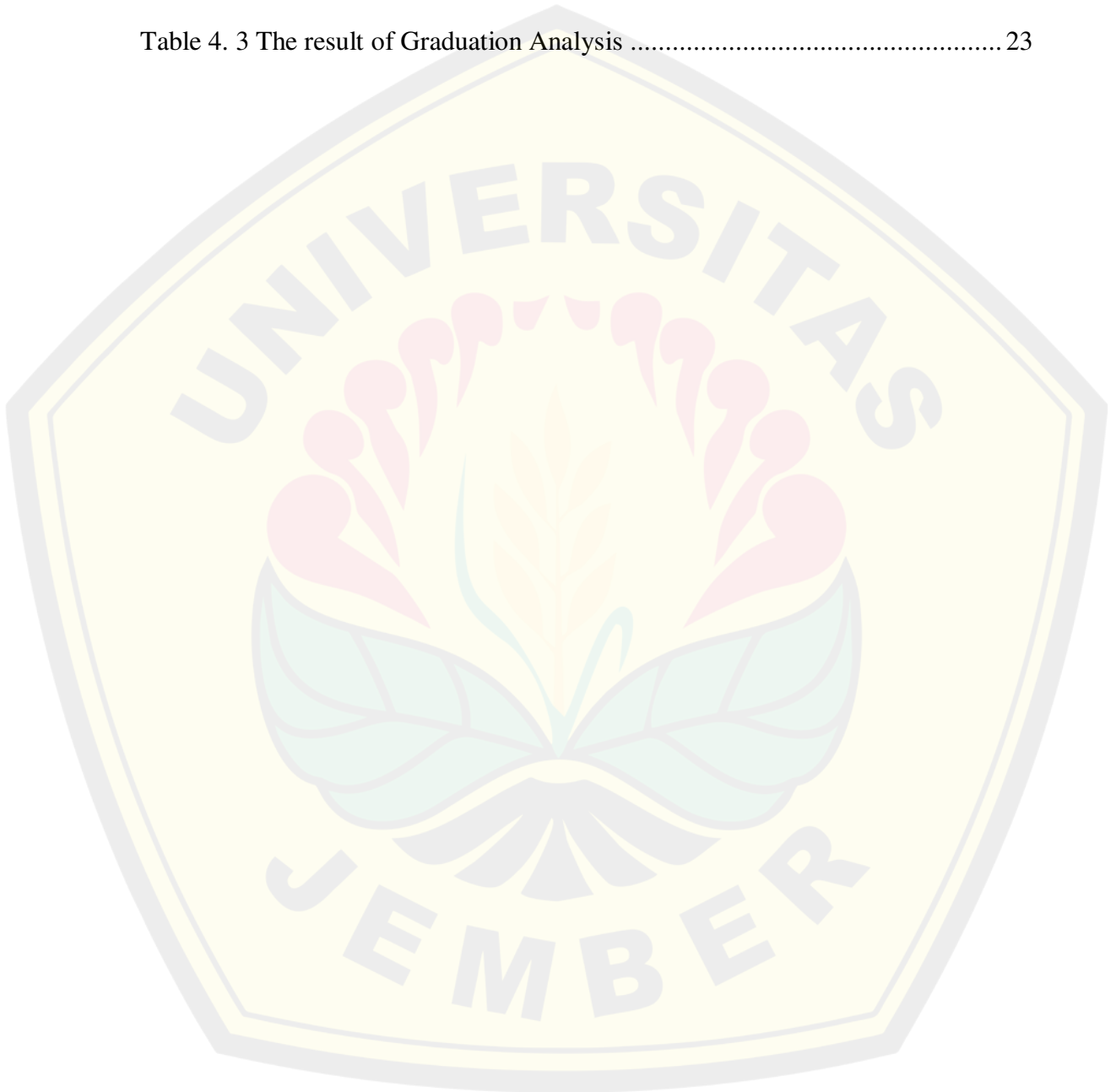
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CHAPTER 1. INTRODUCTION

Chapter one contains the background of this research, which briefly explains the research topic, research subject, theory used, and the reason for this research. This first chapter also contains research problems, questions, and objectives.

1.1 Background of the Study

Ideal beauty is an achievement that all women desire. Beauty has been considered essential for women to support their physical appearance. Having an ideal physical appearance is an asset that significantly influences a woman to socialize successfully in public. It has become a paradigm as women have been built to be beautiful by society since ancient times and are deeply embedded in beauty cultures worldwide. As posted on <https://pop.inquirer.net/29923/brief-history-miss-universe-pageant>, since the 1950s, the beauty title has been contested through the world-class beauty contest, Miss Universe. Then, over time, various kinds of beauty contests from several countries ranging from regional to international levels have also sprung up in several fields, such as Miss Earth, Miss World, Miss Supranational, Miss Tourism World, et cetera. Therefore, women will always try to get the ideal beauty in various ways, such as doing several treatments or using several beauty products on their faces and body that will beautify themselves.

Beauty has become a vital commodity, so beauty products are a primary need that many people must fulfill. This fact causes market demand to increase along with intense competition between other beauty product companies. The above conditions make beauty product companies take advantage of existing opportunities by developing more creative promotional strategies to attract audiences. They use modern technology and new media to promote their products and reach more consumers by commercializing their advertisements through several advertising

media. Advertising media are categorized into TV, Newspapers, Magazines, and the Internet (Sama, 2019).

New technological developments have presented advertisements with new options to choose. Media is an essential factor in advertising. This statement is supported by research showing that the selection of advertising media has the most vital relationship with the success and effectiveness of brand advertising and can be the most crucial factor influencing advertising effectiveness (Ansari & Riasi, 2016). Commercializing beauty products will impact problems that can only be solved by using these products to attract attention and convince potential consumers to buy these products. For today's modern era, the internet is the right choice to promote its products and is an effective way to reach many female consumers. One example of advertising through online mass media is the official website of a beauty product. Usually, the official website for a beauty product will provide quite detailed information, such as product range, product background, uses, feedback, or testimonials from celebrities or women who have experience using these products, prices, beauty tips, et cetera.

Advertising discourse plays a significant role in shaping and constructing consumer attitudes. Typically, advertising language tends to be manipulative in order to attract and convince the reader. The use of language implicitly constructs the role of the public to make decisions between right and wrong which ultimately aims to persuade their readers to buy the product. According to Cook (2001), advertising will inform, persuade, remind, influence, and possibly change opinions, emotions, and attitudes. In other words, advertising does not just sell products but changes society and gets people to buy things they do not want or need. He also stated that advertisements provide warnings or information to the public to help create awareness and build identity and attitudes.

The image of an "ideal" woman is stereotyped in advertisements through its visual and textual aspects. The word "ideal" refers to physical appearance, where at this time, a person's first impression is judged by his appearance. So a woman can

be considered ideal if she looks good or beautiful according to the standards in society. Researchers have found cosmetic advertisers fulfill consumer demands for particular identities (Zhong, 2016). This condition has long been an advertising phenomenon in both print and digital media, and advertisements for beauty products are always aggressively displaying stereotypes that are judged in terms of beauty.

Discussion about the advertising of beauty products, especially how the role of the advertising media in building the ideal identity of women by the beauty standards created by the advertising media, is a topic that will always be interesting to discuss. Several previous studies have discussed how advertising in the beauty industry builds women's gender identities, namely Ramal (2015) using Attitude Analysis from the Appraisal framework by Martin & White (2005) and Huang (2020) using Critical Pragmatics. Therefore, this study examine the same topic using the three subsystem analyses of the Appraisal Framework (Martin & White, 2005), namely, Engagement, Attitude, and Graduation. Moreover, most of the previous studies were still conducting research through print media and applications, research has yet to be found in digital magazines on website pages, and only a few have analyzed beauty advertisements in the form of beauty tip features. So that later, the findings of this study can contribute to related research in analyzing the advertising discourse of the beauty industry, especially for female readers.

Therefore, this study aims to find out how women's ideal identities are constructed through language in the features of summer beauty tips. The data was taken from the official international websites of three well-known global drugstore skincare brands, such as L'ORÉAL Paris, OLAY, and Garnier, by examining them textually. This study uses a linguistic methodology tool, Appraisal Frameworks, to help determine how women's ideal identities are constructed through beauty advertisement discourse on three selected web pages (Martin & White, 2005). This framework interprets how the language used in the three beauty tips feature can emotionally build an ideal female identity for female readers.

This research was conducted to present a more modern view of how the discourse on beauty advertising works within an Appraisal framework (Martin & White, 2005). The results of this study can broaden readers' horizons and help them develop ways of thinking and criticizing beauty advertising discourse in digital media in the form of web pages using an Appraisal framework (Martin & White, 2005)

1.2 Research Topic

The topic of this research is the construction of women's identity through textual choice in the skin care beauty tips for summer on three selected beauty product international web pages.

1.3 Research Problem

The official website of the beauty product brand aims to campaign for its products in cyberspace. As time goes by, sellers have added various features, such as beauty tips, on their websites to attract female buyers. This feature sometimes not only presents beauty tips but there is also an emotional message hidden in the use of the language in it. This emotional message can unwittingly influence women in constructing women's ideal identities, always following the ideal beauty standards created by beauty product advertisements discourse.

1.4 Research Question

Based on the research problem, this research was conducted to find out the answer to some questions as follows:

1. What Appraisal-Engagement, Attitude, and Graduation devices are used in those three summer beauty tips features?
2. How does the language used in those three summer beauty tips features construct women's identity?

1.5 The Objectives of the Study

Based on the research questions above, this study aims to determine whether the language used in those three summer beauty tips features constructs women's identity by investigating textual and social aspects in it using the Engagement,

Attitude, and Graduation Analysis in Appraisal frameworks by Martin and White
2005.



CHAPTER 2. LITERATURE REVIEW

2.1 Previous Related Study

The study used several previous studies as inspiration in this research. This research help illustrate the strengths and weaknesses and find the gap in some previous studies compared to this study. Several related studies have been done before. These studies have their specifications related to the subject and object of research.

The first research was done by Ramal (2015). This study has the initial hypothesis that Appraisal Theory (Martin & White, 2007) can indeed explain the linguistic choices present in features on beauty tips in women's magazines in order to create a female-gendered identity. Ramal can affirm that women's identity is constructed through lexical choices. These lexical choices can be interpreted and explained by following the three categories of the Attitude subsystem on Appraisal Theory: Appreciation, Affect, and Judgement. As a result, she concludes that this ideal identity of women is based on the way a woman looks. Moreover, she found that these texts allow us to assert that it is not only beauty products that are judged aesthetically through positive feelings. Women are also considered personally, as well as the shape of their body parts. Thus advertisers treat readers like a product. This research provides an idea about interpreting women's identity as ideal women in a beauty advertisement using Appraisal analysis. This research only uses the Attitude subtypes from the Appraisal Framework, while this thesis uses all subtypes from Appraisal. This research collects data in the form of summer beauty advertisements from well-known women's magazines: Cosmopolitan, Glamor, Harper's Bazaar, et cetera. Meanwhile, this thesis collects data through official international websites from three skincare brands: Loreal Paris, Olay, and Garnier.

The second research was conducted by Huang (2020). This study focuses on the types, distribution, means, and purposes of identity construction in Chinese and American advertisements, and conducts qualitative and quantitative analysis on cosmetic advertisements. Through contrastive analysis, it reveals the types and frequency of identity, and pragmatic strategies, motivation of advertisers in China and America. This research gives insight into how women's identity types are distributed from the analysis of beauty advertisements. This research uses Contrastive analysis to examine the language used in Chinese and American advertisements to find the types, distribution, meaning, and purpose of identity construction. In comparison, this thesis examines how to construing women's identity in summer beauty tips using the Appraisal Framework.

The third research was delivered by Susanti (2019). This research aims to describe the use of language in beauty ads (Pantene and Garnier ads), elaborate on how the strategy is used in persuading the consumers, and investigate the reason for the use of strategies. This study is a descriptive qualitative method in which the data were collected from the advertisements of Pantene and Garnier. The collected data are the words, phrases, clauses, and sentences used in ads. The data were analyzed according to Fairclough's three-dimensional discourse analysis approach: textual features, discursive features, and social features. The findings of this study show that the language used in Pantene and Garnier advertisements appears very interesting in building an image to the audience and successfully utilized the various discourse strategies to gain people's attraction to buy the advertised product. This research provides insight into how to collect data from beauty advertisements. This research examines the use of language in Pantene and Garnier's advertisements using the CDA Framework, while this thesis analyzes the language use in summer beauty tips using the Appraisal Framework.

2.2 Theoretical Framework

2.2.1 Appraisal System

This study used Appraisal Theory to analyze the language used in the selected beauty tips feature to evaluate how advertisers construct women's ideal identities for their women readers. Martin & White (2005: 97) state that the engagement resource is "directed towards identifying the particular dialogic positioning associated with given meanings and describing what is at stake when one meaning rather than another is employed." Moreover, Martin and Rose (2007: 25-26, 29) suggest that Appraisal is concerned with evaluation: the types of attitudes negotiated in a text, the strength of feelings involved, and how values are sourced and aligned with the reader. In addition, for attitude, since the resources are inherently gradable, graduation has to do with adjusting the degree of an evaluation of how strong or weak the feeling is.

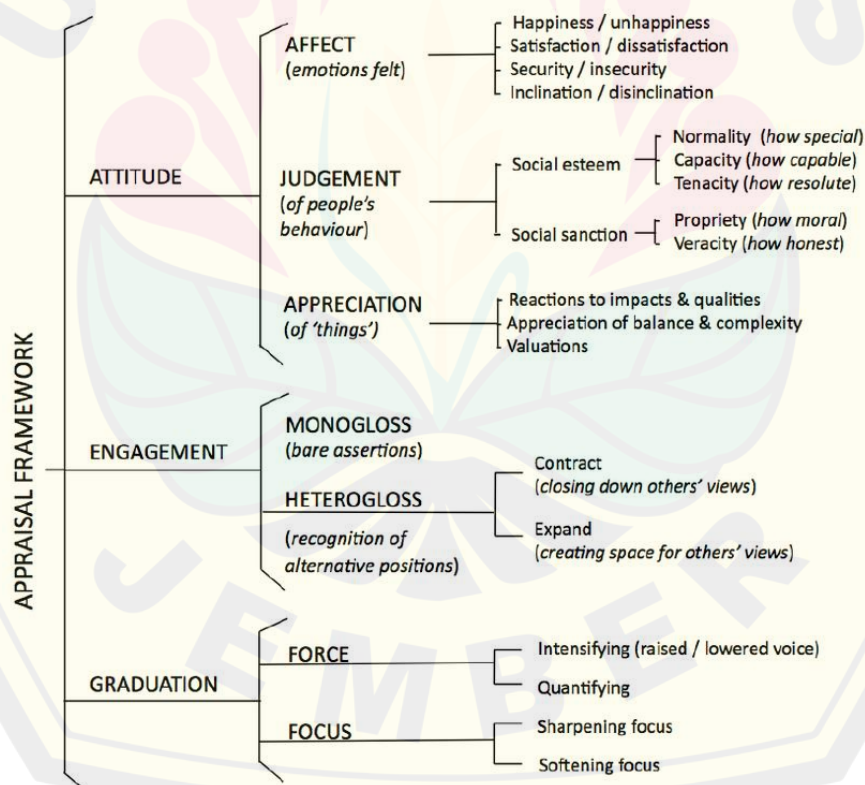


Figure 2. 1 An overview of the Appraisal framework

(Martin and White, 2005: 38)

2.2.1.1 Engagement

The engagement resource is "directed towards identifying the particular dialogic positioning associated with given meanings and towards describing what is at stake when one meaning rather than another is employed" (Martin & White, 2005: 97). In other words, engagement addresses the linguistic phenomena by which authors construe their point of view and the resources used to adopt stances towards other authors' perspectives. They assume that all text conveys opinion to some degree and that all writing represents explicit and implicit responses to different views.

The taxonomy enables a classification of the particular type of dialogistic positioning associated with meanings and allows one to describe the differences afforded by the various meanings. In this system, utterances are said to be either monoglossic or heteroglossic. *Monoglossic* text does not allow for viewpoints other than the author's as it contains bare assertions. In contrast, heteroglossic text allows for two or more viewpoints and their relationships to be represented. Heteroglossia text can contract or expand the dialogue.

a. Dialogic expansion

Dialogic expansion allows for the stances of others, thus opening up more points of view for discussion. Dialogue can be expanded through the entertainment or attribution of propositions.

Entertain explicitly present the proposition as grounded in its contingent, individual subjectivity. The authorial voice represents the proposition as but one of a range of possible positions – it thereby entertains or invokes these dialogic alternatives:

- It seems the evidence suggests, apparently, I hear
- Perhaps, probably, maybe, it is possible, in my view, I suspect that, I believe that, probably, it is almost certain that ..., may/will/must; some types of 'rhetorical' or 'expository' question.

Attribute represents the proposition as grounded in the subjectivity of an external voice, and the textual voice represents the proposition. However, one of a range of possible positions – thereby entertains or invokes these dialogic alternatives:

- Acknowledge: X said..., X believes ..., according to X, in X's view
- Distance: X claims that, it has rumoured that

b. Dialogic contraction

Dialogic contractions challenge the position of others, reducing the range of alternative viewpoints through expressions that either disclaim or proclaim.

Disclaim: the textual voice positions itself as at odds with, or rejecting, some contrary position:

- Deny: negation (You do not need to give up potatoes to lose three.)
- Counter: concession/counter expectation (although he ate potatoes most days, he still lost three.)

Proclaim: by representing the proposition as highly warrantable (compelling, valid, plausible, well-founded, generally agreed, reliable, et cetera.), the textual voice sets itself against, suppresses, or rules out alternative positions:

- Concur: naturally ..., of course ..., obviously ..., admittedly ... et cetera.; some types of 'rhetorical' or 'leading' question
- Pronounce: I contend ..., the truth of the matter is ..., there can be no doubt that ... et cetera.
- Endorse: X has demonstrated that ...; As X has shown ... et cetera.

2.2.1.2 Attitude

Attitude focused on gradable resources for construing evaluation. Furthermore, Attitudes have to do with evaluating things, people's character, and feelings. This evaluation can be more or less intense. That is, they may be more or less amplified. The attitude may be the writer's own or attributed to another source (Martin & Rose, 2007: 26). Martin and White (2005: 35-36) divide into three classifications or

regions covering feeling emotion, ethics, and aesthetics (affect, judgment, and appreciation). *Affect* deals with resources for construing emotional reactions. *Judgment* is concerned with resources for assessing behavior according to various normative principles. *Appreciation* looks at resources for construing the value of things, including natural phenomena and semiosis (as either product or process).

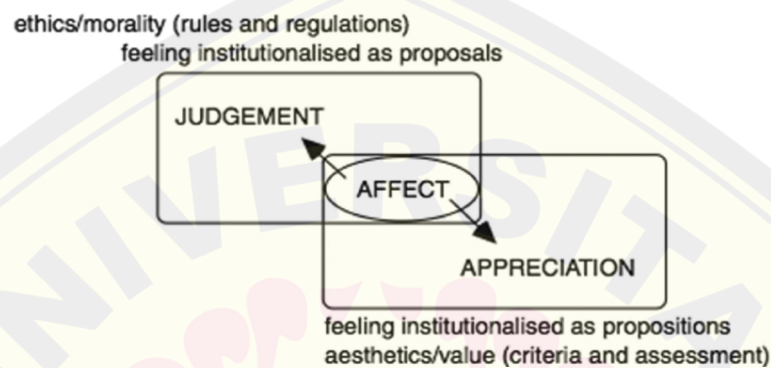


Figure 2. 2 Judgment and appreciation as institutionalized affect

(Martin and White, 2005: 45)

a. Affect

Affect is concerned with registering positive and negative feelings with emotional reaction: do we feel happy or sad, confident or anxious, interested or bored? Martin and White (2005) propose that the region of meanings of affect can be organized in a typology of six variables.

1. Feelings can be positive or negative. In general, feelings are constructed by the culture as positive or negative experiences:

positive: the girl was **happy**

negative: the girl was **sad**

2. Feelings are like emotional waves experienced internally as emotional states or ongoing mental processes (Martin & White, 2005: 47). This mental

process involves paralinguistic and extralinguistic in it. The grammar constructs the difference between extralinguistic manifestations and internal experiences:

behavioral process: the girl **cried**

mental process: the girl **disliked** the product

relational process: the girl felt **sad**

3. Feelings can be constructed as directed at, or reacting to, some specific emotional trigger or as a general ongoing mood. The grammar can codify this distinction as the opposition between mental processes and relational states:

reaction to other: the girl **liked** shopping (mental process)

undirected mood: the girl was **happy** (relational state)

4. Feelings can also be graded on a scale of intensity – towards a lower- or higher-valued end:

low: the girl **liked** shopping

median: the girl **loved** shopping

high: the girl **had a great interest** in shopping

5. Feelings can involve intention, rather than reaction, concerning a stimulus that is unrealis rather than realis. This explanation implies distinguishing between feelings that relate to future or unrealized states and those that relate to present existing ones. This distinction is realized grammatically with dynamic and desiderative mental processes, respectively:

realis: the girl **liked** shopping

irrealis: the girl **wanted** a shopping

6. The last variable of this typology of affect groups emotions into the three significant subcategories that can be positive or negative – un/happiness, in/security, and dis/satisfaction:

in/security: the girl was **anxious/confident**

dis/satisfaction: the girl was **fed up/absorbed**

un/happiness: the girl was **sad/happy**

b. Judgment

Judgment deals with attitudes towards behavior, which we admire, criticize, praise, or condemn. In a simple definition, it is meanings construing our attitudes to people and how they behave. It can be positive or negative, and explicitly or implicitly. Martin and White (2005) divided judgment into two significant groups: Social Esteem (values of normality, capacity, and tenacity) and Social Sanction (values of veracity and propriety). Social Esteem involves admiration and criticism, whereas Social Sanction involves praise and condemnation. The following are some examples of this semantic region of judgment:

Social Esteem:

Normality (how special someone is): she is **cool**/she is **erratic**

Capacity (how capable someone is): she is **gifted**/ she is **thick**

Tenacity (how resolute someone is): she is **patient**/she is **impetuous**

Social Sanction:

Veracity (how truthful someone is): she is **credible**/she is **lying**

Propriety (how ethical someone is): she is **moral**/she is **immoral**

c. Appreciation

Appreciation is meanings construing the evaluations of feelings in terms of propositions and deals with norms about how products, performances, and naturally occurring phenomena are valued positively or negatively (Martin & White, 2005). There are three terms of appreciation related to Halliday's transitivity mental processes of affection, perception, and cognition. Therefore appreciation can be divided into our reactions to things (do they catch our attention? do they please us?), their composition (balance and complexity), and their value (was it worthwhile?) (Martin & White, 2005: 56). Some examples that illustrate these categories are:

Reactions (affection):	The lip balm was remarkable ,/The movie was unremarkable
	The lip balm was lovely /The lip balm was plain .
Composition (perception):	The essence was rich /The essence was plain
Valuation (cognition):	The essence was helpful /The essence was useless

2.2.1.3 Graduation

Martin and White (2005) consider graduation central to the grading system. Attitude and engagement are different graduation domains according to the nature of the meaning being scaled. Graduation in attitude enables authors to convey greater or lesser degrees of positivity or negativity, while in engagement, graduation scales authors' conviction in their propositions.

a. Focus

The focus subsystem considers the graduation of semantic categories typically considered less scalable. In other words, graduation has to do with adjusting the degree of an evaluation—how strong or weak the feeling is. This kind of graduation is called force. The realization includes intensification, comparative and superlative

morphology, repetition, and various graphological and phonological features (along with using intensive lexis). In general, there seem to be more resources for turning the volume up than for turning it down: For instance,

Raise: really upset, utterly devastated . . .

Lower: a little upset, fairly upset . . .

b. Force

The subsystem of force alters assessment in terms of intensities and quantities. Formulations of intensification operate on qualities. For instance,

Sharpen: a real policeman, exactly 4...

Soften: a policeman kind of, about 5...

2.2.2 Women Identity

Throughout time women's identities have been affected by beauty myths globally. Cultural notions about a woman's identity play a role in women's self-acceptance and self-worth. Indirectly, these cultural notions make women misled by shaping their identities depending on their physical appearance. The mirror of society influences the development of selfhood. Therefore, pursuing the beauty ideal has become one of the problematic issues in achieving particular standards. Beauty standards usually measure ideal beauty based on body shape, skin color, and age. Beauty product marketing through beauty advertisements on mass media allegedly triggers the identity of being an ideal woman. Advertising, as such, is no longer just a means of communicating information about products but also constructing, influencing, and illustrating identity (Schroeder, 2002: 255–261). It seems to create an identity benchmark in society and pressure women to comply with these standards. Women's consumption reflects these efforts to adhere to the ideal woman benchmark.

Therefore, this study used three subsystems in Appraisal frameworks (Martin & White, 2005) to find out how the ideal identity of women is constructed through language in summer beauty tips features taken from three selected web pages. Engagement, Attitude, and Graduation, into an appropriate framework to analyze the discourse in the summer beauty skincare tips features on three international beauty products web pages to reveal how they construe a woman's identity.



CHAPTER 3. RESEARCH METHOD

This chapter describes the methodology used in this research. This section explains how data is collected, processed, and analyzed. This chapter is aimed at obtaining valid and accurate research results.

3.1 Type of Research

This study applied the descriptive-qualitative method. The descriptive method is a kind of research method that has three main purposes of research: to describe, to explain, and to validate findings (Krathwohl, 1993). This study categorizes as descriptive because it will describe textual features about how ideal women's identity is constructed through beauty tips features in beauty product international web pages. According to Denscombe (2007: 296), qualitative data comprises spoken or written words and visual images. Meanwhile, Wray and Bloomer (2006: 97) state that a qualitative approach is an approach that concerns the description and interpretation of the data rather than the counting data feature. This method is suitable for this research since the types of data presented through interpretation are texts, and there is no numerical data or statistical data is used in this study.

3.2 Data Collection

The data is in the form of beauty product advertisements for summer beauty tips on the official website of three beauty products. They consist of three beauty tips from the best drugstore skincare brands based on the 2020 beauty awards by Glamour.com as posted on <https://www.glamour.com/gallery/beauty-awards-drugstore-skincare-product-winners>, namely *LORÉAL Paris*, *OLAY* and *GARNIER*.

The titles of summer beauty tips are:

- 1) 7 Tips to Help You Get Your Skin Ready for Summer, *LORÉAL Paris*.

<https://www.lorealparisusa.com/beauty-magazine/skin-care/skin-care-essentials/your-pre-summer-skin-care-routine.aspx>

- 2) Skincare Tips for Sunny Summer Days, **OLAY**.

<https://www.olay.com/en-us/skin-care-tips-and-articles/sunny-day-skincare-tips>

- 3) 10 Skincare Products To Use In The Summer, **GARNIER**.

<https://www.garnierusa.com/tips-how-tos/10-skin-care-products-to-use-in-the-summer>

Here are a few steps in the technique of collecting it. Firstly, the data source of this research is taken from the internet or digital media, namely from the three international best beauty product web pages based on the 2020 beauty awards by Glamour.com mentioned earlier. Secondly, this study selects only three summer beauty tips features. Thirdly, the total data obtained from the data source is 106 sentences. The data consists of 46 sentences from L'ORÉAL Paris Beauty Ads, 16 from OLAY Beauty Ads, and 42 from GARNIER Beauty Ads. Last, this study takes screenshots of all three beauty product web pages, and later, this study continues processing the data.

3.3 Data Processing

The next step to be applied is processing the collected data using documentary techniques. This technique will classify all elements that are important and relevant to the data that has been collected. The documentary technique is an analysis technique by abstracting elements considered important and relevant in each document by grouping them with the same findings or placing them together with other elements considered to be related (Blaxter et al., 2010: 231). In the process, this study does the following steps:

1. First, print a screenshot of the beauty tips feature for summer from the official web page of the three products I previously mentioned.

2. Next, look for linguistic elements in each sentences that are important or relevant to the needs of this study from the three features of these beauty tips and transcribe the discourse of the beauty tips features in writing to facilitate the analysis process later.
3. Then, the selected linguistic elements were classified textually by categorizing them according to the type of word class (verb, adj, adverb), phrases, or sentences.
4. Finally, this study presented a discussion of the results of data analysis through interpretation and description to reveal a clear explanation of how the discourse in this subtle tip feature constructs women's ideal identity using the Appraisal Framework.

3.4 Data Anlysis

To analyze the data, this study uses the Appraisal framework by Martin and White, 2005. This approach works best to support this study to help reveal how discourse works in the beauty tips feature that can build women's identity.

To answer the first research question, this study takes the data textually in sentences. Then, this study classifies them based on the right categories into Appraisal-Engagement, Attitude, and Graduation devices in the discourse on the beauty tips feature using Engagement, Attitude, and Graduation analysis.

Furthermore, to answer the second research question, this study interprets and evaluates the textual choices by correlating discourse in the beauty tips feature and the hidden ideological concept in the textual choice that construe women's identity through Appraisal-Engagement, Attitude, and Graduation analysis. Moreover, this study presents a discussion formulated and supported by theory and previous studies. Finally, in the end, this study provides the conclusions of this research.

CHAPTER 4. RESULTS AND DISCUSSION

This chapter presents the results and discussion analysis of the Appraisal analysis of summer beauty tips on selected beauty product web pages. The discussion results of this study found how the three features of the summer beauty tips interpret the identity of what kind of ideal woman. Three elements, namely Engagement, Attitude, and Graduation in Appraisal theory, are applied to determine if the language used in those three summer beauty tips features constructs women's identity by investigating textual or social aspects.

4.1 Result of Appraisal Analysis

The chosen data in this study are sentences that show evaluation or assessment by the Appraisal framework (Martin & White, 2005), which is considered to be able to build a woman's identity in the three beauty tips mentioned earlier.

This study performs data coding to analyze the data easier. *L'ORÉAL Paris* beauty tip is coded A, *OLAY* is coded B, and *GARNIER* is coded C. Then, all data A, B, and C, are numbered in each sentence. Code A for data numbers (1) to (46), code B for data numbers (47) to (63), and code C for data numbers (64) to (106).). The data of this study are classified according to the indications of the three assessments in the Appraisal Framework, namely Attitude, Engagement, and Graduation. The code for the selected element linguistics is Attitude using Underline, Engagement using **Bold**, and Graduation using *Italics*. Then, the selected linguistic elements were classified textually by categorizing them according to three Appraisal sub-type: Attitude, Engagement, and Graduation.

In this study, the Attitude: Appreciation subtype is the category most used in the three beauty advertisements. The data obtained in this study indicate that the use of sentences contains positive and negative appreciation related to summer and

its beauty products that can affect the reader emotionally about building an ideal female identity.

Engagement grouping, namely Heterogloss in the form of Entertain, is widely used in the three advertisements. It provides sentences that can entertain the reader to build expectations that will make consumers interested in following the general beauty tips presented. Then, the graduation sub-type strengthens or weakens each element of Attitude and Engagement by assessing the quantity and intensity of high and low beauty products in advertisements to interpret identity as an ideal woman.

4.1.1 Attitude Analysis

Attitude (Martin & White, 2005: 42) is essential for mapping feelings or emotions in messages to interpret the text. Martin and White (2005: 35-36) divide into three classifications or regions covering feeling as emotion, ethics, and aesthetics (**affect, judgment, and appreciation**). This study found many uses of sentences in the form of positive appreciation. **Appreciation** looks at resources for construing the value of things, including natural phenomena and semiosis (as either product or process).

Table 4. 1 The result of Attitudinal System

Attitude's sources	L'ORÉAL Paris	OLAY	GARNIER	Total
Appreciation	21	10	38	69
Affect	2	3	4	9
Judgement	5	-	4	9
Total				87

This study found 87 attitudes in 60 sentences. The data obtained in this study shows that these three beauty tips use more language that contains positive appreciation regarding summer and advertised beauty products. This appreciation arises because there is a natural phenomenon that a woman must be beautiful with

well-groomed skin, which makes beauty products valuable. Texts can be evaluated positively and negatively through Appreciation (Martin & White, 2005: 56).

In short, the beauty ad writer wants to give an actual or factual picture and solutions to all skin problems during the summer since physical appearance is important nowadays. So, beauty product manufacturers are competing and showing their superiority by using positive emotional words. Usually, they use these appreciation words as a trick to indirectly promote their product in these beauty tips.

4.1.2 Engagement Analysis

The analysis showing these three beauty tips is heteroglossic text. It allows for two or more points of view and their relationships to be represented. It leads the reader to pay attention to the nature of the relationship in which the speaker or writer and the message content are uttering in the same field (Martin & White, 2005: 93). Heteroglossic text can contract or expand the dialogue.

As seen in the data, this study found 36 engagement assessments in 30 sentences. The most engagement tools of the three beauty tips are through dialogue expand: entertain. Expand: Entertain is handled under the headings' modal of probability, 'phases of reality, and certain types of 'interpersonal metaphors.' According to (Martin & White, 2005: 105), positivity through modal auxiliaries (may, maybe, should, et cetera) will make readers more convinced to follow the tips they provide. Use sentences that contain modal auxiliaries to engage the readers. As if these beauty tips show that they understand summer skin problems and understand how to deal with them through the use of models.

Table 4. 2 The result of Engagement Analysis

Engagement's sources	L'ORÉAL	OLAY	GARNIER	Total
	Paris			
Deny	4	-	1	5
Counter	3	3	2	8

Affirm	1	-	-	1
Concede	-	-	-	-
Pronounce	-	-	-	-
Endorse	-	-	-	-
Entertain	12	1	9	22
Acknowledgement	-	-	-	-
Distance	-	-	-	-
Total				36

4.1.3 Graduation Analysis

Graduation (Martin & White, 2005: 135) is central to the attitude and engagement grading system, significantly increasing a high level of meaning or vice versa. The table below shows that these three beauty tips focus more on assessing the level of intensity or what is known as 'intensification.' This assessment refers to the scaling of quality and processes. This study found a scaled attitude and engagement assessment of beauty product quality. These three beauty tips found using words or phrases that contain adverbials, repetition, and metaphors aim to increase or decrease meaning. It aims to attract readers by maximizing the purpose-built into the text. As seen on table 4.3, this study found 55 Graduation assessment in 42 sentences.

Table 4. 3 The result of Graduation Analysis

Graduation's sources	LORÉAL Paris	OLAY	GARNIER	Total
Intensification	16	6	18	40
Quantification	5	3	7	15
Sharpen	-	-	-	-
Soften	-	-	-	-
Total				55

4.2 Discussion of Appraisal Analysis

4.2.1 Attitude

Attitudes have to do with evaluating things, people's character, and feelings. Martin and White (2005: 35-36) divided Attitude into subtypes: Appreciation, Affect, and Judgement.

Appreciation (Martin & White, 2005: 56) evaluates things (entities) and phenomena. The appreciation **reaction of quality** tends to mean construing the beauty ads writer's opinion about quality (thing or phenomena).

(16) Consider using a water-based moisturizer with a matte finish, like the *L'Oréal Paris Hydra Genius Daily Liquid Care for Normal/Oily Skin*. [**L'ORÉAL Paris**]

(62) Follow with a light, oil-free moisturizer to keep humidity from compromising your best beautiful. [**OLAY**]

(70) *Garnier SkinActive's Clearly Brighter Anti-Sun Damage Daily Moisturizer SPF 30* has *broad spectrum* UVA and UVB protection. [**GARNIER**]

From the data (16), (62), and (70) above, all three use technical words to show the advantages of their respective products. These technical words, such as *water-based*, *anti-sun damage*, and *oil-free*, attract readers because they make a product look more modern and made by experts. In addition, the advertiser also uses technical words to strengthen positivism in product sales.

Next, the use of **appreciation: reaction of impact** aims to appeal to the reader's feeling towards things emotionally, it can be positively or negatively (do they please us?). The study found that these beauty tips use both positive and negative adjectives. The value of appreciation in the data (24) is found in the word *gorgeous*. This positive appreciation of these beauty tips can invite women to be more confident and not afraid to expose their beautiful skin in summer by following the steps of summer beauty tips that the advertiser has presented.

The data (47) and (48) related to each other use the word 'paradox,' which is a negative value of appreciation but has a positive purpose. As seen in the data (48), the advertiser states that summer can be fun but also dangerous for skin health. These two sentences provide an early warning that makes readers pay more attention to this and want to follow all the steps of beauty tips in summer that are safe for them and are even interested in buying the product recommended by the beauty ad writer. While in data (75) and (77), the use of the word 'perfect' is a positive appreciation value, which if you want to get beautiful skin with comfortable makeup, the ad writer offers the latest breakthrough to support the reader's desire in the form of a beauty product 'BB cream.' This innovation makes readers interested in following these beauty tips and buying the product.

(24) Go ahead and show off those gorgeous gams! [**LORÉAL Paris**]

(47) Sunny days are a bit of a paradox. (48) They do wonders for your mood **but** can be harmful, even dangerous, for your skin. [**OLAY**]

(75) A BB cream is the perfect choice. (77) It's the perfect way to achieve a beautiful complexion without weighing down your skin with heavy make up. [**GARNIER**]

Third, **composition** (balance and complexity) relates to the writer's perception (their view of order). **Composition balance** will answer 'did it hang together?', whereas **composition complexity** will answer 'was it hard to follow?'. These three beauty tips also show their superiority through the word 'easy'; everyone loves easy steps to follow, so it will inspire readers to follow the tips they provide.

(87) Whether you regularly suffer from dark circles....., there is an easy fix in your skin care arsenal for that. [**GARNIER**]

(104) Make skin care easy for yourself by bringing cleansing towelettes. [**GARNIER**]

Then, **valuation** is related to cognition that will evaluate the product's value and worth (how innovative, authentic, timely, et cetera.). As seen in data (20), one of these beauty tips is dragging the Food and Drug Administration (FDA) to convince readers that what they are recommending is something that complies with FDA protocol. It will make the reader sure to follow all the suggestions from these beauty tips with a sense of security because it is safe to use. Then on the data (82) and (25), these two beauty tips show the words that give the value of their products that are said to be effective and so they can instantly and easily manipulate their skin condition to get an exotic look by doing fake tanning.

(20) The Food and Drug Administration (FDA) recommends using a broad-spectrum sunscreen with an SPF of 15 or higher regularly as directed. **[LORÉAL Paris]**

(25) Fake a summer tan by using a self-tanner. **[LORÉAL Paris]**

(82) Commit to cleansing your skin twice a day with an effective cleanser such as *Garnier SkinActive's Clean+ Shine Control Cleansing Gel*. **[GARNIER]**

Affect (Martin & White, 2005: 45) deals with resources for construing emotional reactions. It registers the impact of positive and negative feelings from the text or, in other words, is related to how people feel about the beauty tips and advertised products. Affect group emotions are divided into three significant sets: **un/happiness, in/security, and dis/satisfaction.**

The **Un/happiness** covers emotions concerned with sadness, happiness, hate, and love. Data (2) expressed clearly a happy feeling that represents the feelings of everyone how he welcomed the arrival of summer. Then on the data (87), it is written that the word 'suffer' implies a feeling of sadness when we get the terrible impact of summer itself, which is the dark circles under the eyes. Therefore, summer has a fun and terrible side, especially for our skin.

(2) Yay! **[LORÉAL Paris]**

(87) Whether you regularly suffer from dark circles around your eyes, there's an easy fix in your skin care arsenal for that. [GARNIER]

In/security covers emotions concerned with eco-social well-being, such as anxiety, fear, confidence, and trust. The most frightening thing for women is the problem of acne, especially in the summer, with the accumulated pollution, heat, sweat, and dirt being one of the causes. These problems make women feel not confident because it disturbs their appearance of women.

(60) Acne may be an issue for you if you live in such a climate. [OLAY]

Judgment (Martin & White, 2005: 52) is related to evaluating people's behavior according to socio-cultural and ideological values. Furthermore, it is divided into two subcategories. First, **social esteem** has to do with '**normality**' (how unusual someone is), '**capacity**' (how capable they are), and '**tenacity**' (how resolute they are). Second, **social sanction** has to do with '**veracity**' (how truthful someone is) and **propriety** (how ethical someone is). Thus, the articles intended to present a set of social norms about ideal beauty to women in society.

Judgment: Normality here on data (4) shows that the advertiser judges the readers. They often ignore their skincare needs in various seasons. This ignorance has been considered a habit of women today who are still less aware of their own needs. Data (38) shows that the advertiser judges that women often perform a series of treatments and use makeup to cover up flaws in their skin.

(4) But have you thought about how your skin care routine should change with the season? [L'ORÉAL Paris]

(38) This do-it-all product primes to smooth skin's texture, corrects the look of skin for an even complexion, hydrates, and perfects to hide imperfections. [L'ORÉAL Paris]

Judgment: Capacity on data (46) the phrase "Now that you know how to..." seems like the advertiser judges the readers' capacity, who often lack insight

into the importance of preparing all their skin care needs, especially in the summer. In data (82), the writer also judges that not many women can commit to routine maintenance that must be done, especially in terms of cleaning the face. The fact is that if women read these summer beauty tips, it means they do not know how to prepare for summer. Therefore, the role of these beauty tips is beneficial for readers, making them commit to preparing themselves well for summer.

(46) Now that you know how to tailor your skin care routine in preparation of summer, why not take the time to learn all the ways to keep it looking.
[L'ORÉAL Paris]

(82) Commit to cleansing your skin twice a day with an effective cleanser such as Garnier SkinActive's Clean+ Shine Control Cleansing Gel. [GARNIER]

4.2.2 Engagement

The engagement resource is "directed towards identifying the particular dialogic positioning associated with given meanings and describing what is at stake when one meaning rather than another is employed" (Martin & White, 2005: 97). In this system, utterances are said to be either monoglossic or heteroglossic. This research found these three beauty tips categorized as heterogloss text. *Heteroglossic* text allows for two or more viewpoints and their relationships to be represented. Using this type of text in a beauty advertisement will provide a space for direct interaction between writer and reader through two perspectives. Two points of view in a beauty ad text consist of the point of view of the beauty product producer by positioning itself both as a seller and a consumer. Heteroglossic text is divided into two categories **dialogic expansion (entertain and attribute)** and **dialogic contraction (proclaim and disclaim)**.

Expand: Entertain is dealt with under the heading of 'modals of probability, 'reality phase,' and certain types of 'interpersonal metaphor'. This study found that using the word modal, as in this data (15) and (60), shows that the

advertiser understands skin problems that will occur in the summertime and what the solution is. In data (67), it can be seen that using the words *must*, *go forward*, and *go* gives positive input to readers to make suitable suggestions on these three beauty tips.

According to (Martin & White, 2005: 105), positivity through modal auxiliaries such as 'should' will make readers more convinced to follow their tips. This modal type will position the reader in the same skin problem as the situation described in the tips. The use of 'that's where comes in' in these tips gives the reader an interpersonal metaphor. This phrase will indirectly put them in the position of being the savior by producing the recommended products to solve women's skin problems during summer.

(15) But when it's warmer outside, you may find that a lightweight face lotion is all you need. [LORÉAL Paris]

(60) Acne may be an issue for you if you live in such a climate. [OLAY]

(67) SPF is always essential — you should protect your skin every day. [GARNIER]

Contract: Proclaim: Concur presents a formulation that overtly announces the party submitting agrees with or has the same knowledge, such as multiple projected dialogue partners conveyed through locus as naturally..., of course..., clear..., acknowledged..., et cetera; some types of 'rhetorical' or 'directing' questions.

The phrase 'now that you know ...' implies that the previous sentence has included a few tips that provide information about something many readers may not know, so the use of this phrase positions the reader as if he agrees with the purpose of these tips.

(46) Now that you know how to tailor your skin care routine in preparation of summer,..... [LORÉAL Paris]

Contract: Disclaim is the textual voice that positions itself that contradicts or rejects some of the contrary positions.

The **Contract: Disclaim: Deny** or denial words here are used as a form of negotiation between the writer and the reader so that indirectly through a sentence that contains 'not sure ...?' and; '....why not....!'. These denial words will allow readers to convince themselves and no longer hesitate to follow these tips to face summer.

(6) Not sure where to start? [L'ORÉAL Paris]

(46).....why not take the time to learn all the ways to keep it looking its best all summer long? [L'ORÉAL Paris]

Contract: Disclaim: Counter as concession/counter expectation includes formulations that represent a proposition that would have been expected in its place. Countering is usually conveyed via conjunctions and bridges as if, however, even, not yet, and but. Adjuncts such as even, only, and just still have an expectation aspect opposite to their meaning. The data (48) indicates a form of the advertiser's concern for the skin safety of the readers in the face of summer.

(48) They do wonders for your mood but can be harmful, even dangerous, for your skin. [OLAY]

4.2.3 Graduation

Martin and White (2005) consider graduation is central to the grading system. Attitude and engagement are different graduation domains according to the nature of the meaning being scaled.

In this study, the researcher only found that the three beauty tips only had one type of graduation, namely **Force**. The research found that the existing data was interpreted as greater or lesser. Then the graduation judgments in the attitudinal system can be scaled into more or less positive and more or less negative. Then, graded judgments on engagement are scaled to more or less intensive and more or less quantitative.

Intensification is an assessment of the degree of intensity of qualities and processes. The Intensification subtype most commonly found in the three beauty tips is **Graduation: Intensification: Maximisation**.

The locutionary definition of up-scaling is the intensity of the highest possible value, as seen in data (24), data (75), and (77). In data (24), the word 'gorgeous' is a word in the form of a high praise value that can convince readers to appear confident after using the products that the advertiser recommends in the beauty tips.

The data (75) & (77) relate to each other about the importance of choosing the type of foundation wisely in the summer. The word 'perfect' in both data shows a high value of praise for all decisions in using makeup products. The two data convey that the type of beauty product, namely 'BB cream,' is more comfortable to use in summer than thick foundation. This innovation makes readers interested in buying because of the latest breakthrough to look perfect in summer. It shows that these beauty tips provide maximum emotional gradient, which is more attractive to readers to follow their beauty tips and also buy the products they recommend in these beauty tips.

(24) **Go ahead and show off those gorgeous gams! [LORÉAL Paris]**

(75) A BB cream is the perfect choice. (77) It's the perfect way to achieve a beautiful complexion without weighing down your skin with heavy make up. [GARNIER]

Moreover, followed by another subtype, **Graduation: Intensification: Isolating**, this assessment aims to interpret the identity of an ideal woman if they follow these beauty tips. The use of comparative and superlative words attracts and convinces readers to follow these beauty tips as well as the products they recommend as follows:

(35) *The L'Oréal Paris Pure-Sugar Purify & Unclog Face Scrub* is formulated with three pure sugars and kiwi to provide skin with gently exfoliation for tighter-looking pores and a less shiny visage with every use. [LORÉAL Paris]

(47) Sunny days are a bit of a paradox. [OLAY]

(74) You'll likely want to switch out your heavier makeup for something more breathable and light. [GARNIER]

Next, **Intensification: Repetition**. This intensification can be in the form of phrases in which some semantically similar words are repeated. The writer tends to highlight the words by repeating them over and over again or using related words so that the reader will feel intimidated or think more the meaning of the tips is trying to convey through repetition.

(29) Just remember to cleanse, exfoliate, and use an oil-free moisturizer beforehand to help ensure the color goes on smoothly. [LORÉAL Paris]

(30) Impurities, dirt, makeup, and excess oils can build up on the surface of your skin, leaving your complexion looking overly oily. [LORÉAL Paris]

(52) Broad spectrum sunscreens guard against both the UVB rays that cause sunburns and the UVA rays that lead to the signs of aging skin — dryness, brown spots, fine lines, wrinkles and eventually sagging. [LORÉAL Paris]

In addition, **Intensification: Metaphor** used in these three beauty tips are related to a figurative meaning that describes the skin's condition in dry summer like a desert and also describes how the beauty products in data (106) work through metaphor phrases.

(54) In sunny, dry climates like deserts and some mountainous areas, it is easy for skin to become parched.

(106) The formula is infused with charcoal and draws out impurities like a magnet.

Quantifications concern imprecise measuring of number (e.g., a few, many), mass, or presence (e.g., small, large; thick, thin; heavy, light; dim, bright), and proximity in time and space (e.g., how the product is widely distributed and how durable the product is).

The research found that these three beauty tips contain gradations of quantification that indirectly interpret the quality of the products suggested in the tips. Any use of words containing this gradation of quantification will make readers more interested because it provides advice along with an idea

of how good the quantity and quality of the product is so that it lasts long and works well on our skin.

Quantification: Number focuses on imprecise reckonings of the number to imply the quality of the product.

(95) *Garnier SkinActive's Micellar Cleansing Water All-in-1 Makeup Remover and Cleanser* gets your skin clean, hydrated and refreshed without over-drying it in the process. [GARNIER]

Quantification: Extent: Distribution: Time concerns imprecise reckonings of the extent in time to define the quality of the product and how long this product can last on the skin.

(17) It's formulated with hyaluronic acid and aloe vera water to help provide long-lasting hydration. [L'ORÉAL Paris]

(102) This ingredient helps keep skin actively hydrated throughout the day and helps strengthen skin's barrier to protect against moisture loss. [GARNIER]

(105) *Garnier SkinActive's Clean+ Purifying Oil-Free Cleansing Towelettes* are perfect for combination and oily skin to get rid of the grime and oil after a long summer day. [GARNIER]

Quantification: Extent: Distribution: Space focuses on the imprecise extent of space to define the quality of the product. For example, how broad or how high the level of coverage called as Sun Protection Factor (SPF) of this product can protect the skin from sun exposure; if the SPF number is higher, it will be better.

(50) But regardless of where you are in the world, the most important thing you can do to protect the health and appearance of your skin is to wear a broad spectrum sunscreen year round. [OLAY]

Quantification: Mass focuses on mass calculation, or imprecise presence implies the quality of the product in terms of texture so that it will indicate how comfortable the product is to use. Most of all, women, in general, will choose

products that have a light texture in the summer. It provides comfort and does not interfere with outside activities, but the skin remains well-protected and hydrated.

(15) But when it's warmer outside, you **may** find that a *lightweight* face lotion is all you need. [L'ORÉAL Paris]

(62) Follow with a light, oil-free moisturizer to keep humidity from compromising your best beautiful. [OLAY]

4.3 Discussion of Construing Woman Identity

This section presents the types and distribution of identities to construe women's identities qualitatively through Appraisal theory. This study found three sub-types of Appraisal that can dominantly construct an identity as an ideal woman in three summer beauty tips. They are **Attitude: Appreciation: Reaction: Impact, Engagement: Heterogloss: Expand: Entertaining, and Graduation: Force: Intensification: Maximization.**

4.3.1 Categories of Identities and Distributions

Several identities are built into the three beauty tips and classified into six types of appearance and personality. The following sections will show specific examples of each type.

4.3.1.1 Mentally (Self-Esteem)

Love herself

(42) Pamper yourself by scheduling an appointment at your local nail salon for a pedicure. (43) *Sit back, relax, and enjoy* the foot massage—you deserve it! [L'ORÉAL Paris]

Advertisers also construct the identity of an ideal woman who is a woman who can love herself. Because self-love is the root of how inner beauty can be radiated along with outer beauty.

In data (42), we can see that advertisers construct self-love by pampering themselves by doing treatments at the salon. It will support physical beauty as well by taking care of themselves.

In data (43), advertisers use affirmative phrases as above, which construct that every woman has the right and deserves to take care of herself and enjoy every process as a form of loving herself.

Having self-acceptance

(60) Acne may be an issue for you if you live in such a climate. [OLAY]

The advertiser also helps build an identity of self-acceptance. This self-acceptance can be built through words of affirmation that every woman should accept the condition of their face and body. They must accept the condition as it is with all its flaws. The common problem of pimples that appear in summer is one example of a problem that would be very annoying for women.

In the data (60), advertisers use the phrase "may be" as a reminder of the possibility of acne problems common during the summer. It can construct self-acceptance which plays a crucial role in shaping the ideal identity of a woman.

Confident

(24) **Go ahead and show off those gorgeous gams!** [L'ORÉAL Paris]

These beauty tips also construct an identity that self-confidence plays a vital role in exuding true beauty from the inside. Self-confidence is obtained when women can love themselves and realize that self-acceptance is essential.

In phrase (24), the advertiser constructs confidence by encouraging the readers to dare to step up and show off their summer look.

Willing to try new things

(4) **But have you thought about how your skin care routine should change with the season?** [L'ORÉAL Paris]

The development of the beauty world is very rapid, so there are lots of new things that can upgrade beauty. Beautifying themselves begins with a phase where these women try new things, such as tips given by advertisements for beauty products as needed.

In data (4), advertisers interact passively through sentences in the form of questions. With this, the advertiser inserts identity construction to achieve ideal beauty by doing new skincare routines according to the season.

Perfectionist

(75) A BB cream is the perfect choice. [GARNIER]

(77) It's the perfect way to achieve a beautiful complexion without weighing down your skin with heavy make up. [GARNIER]

In addition to conceptualizing that the ideal woman for summer has healthy skin because it is well protected, advertisers also construct perfectionist identities for women to use light makeup.

In the data (75), advertisers construct perfectionist traits in selecting the right cosmetics for summer. This cosmetic product is a BB cream or a foundation or light complexion.

In data (77), advertisers build perfectionist identities for their readers by encouraging them to use a light complexion like BB cream in sentence data (75) so that they do not make their faces too tired and tired due to heavy makeup in summer.

4.3.1.2 Appearance

Having healthy skin (protected)

(20) The Food and Drug Administration (FDA) recommends using a broad-spectrum sunscreen with an SPF of 15 or higher regularly as directed. [L'ORÉAL Paris]

(50) **But** regardless of where you are in the world, *the most important* thing you can do to protect the health and appearance of your skin is to wear a *broad spectrum* sunscreen year round. [OLAY]

(67) SPF is *always essential* — **you should** protect your skin every day. [GARNIER]

The concept of an ideal woman expressed and implied from each step of these three tips. They provide advice to readers, namely a series of skincare routines for the readers. This skincare routine is related to essential beauty products: skin protection with SPF, facial cleanser, hydrating moisturizer, et cetera. These three summer beauty tips conceptualize that the ideal woman for summer has healthy skin protection by using the right products as needed.

In data (20), we can see that advertisers give a recommendation from The Food and Drug Administration (FDA). They recommend using sunscreen with a high SPF to protect the skin from sun exposure that can harm the skin. It can construct the importance of maintaining the skin's health by using the appropriate SPF in the summer.

In data (50), Olay's advertisement emphasizes that the most important thing to take care of your skin during summer is to use sunscreen with high SPF. The goal is to protect the health and appearance of the skin throughout the year. In data (67), advertisers stated that their readers should protect their skin daily with SPF sunscreen. The construction of identity here by using the word emphasizes that SPF is essential, which means it is crucial to prevent direct exposure to the skin.

The research above found that these three summer tips have the same target market, namely, fair and fair-skinned women who are afraid that their skin will expose to the sun in summer. From the identities found in some of the data above, it is a form of brand exposure that can embrace women to go outside during summer. So, the ideal woman identity formed by these three tips is a woman who is confident and brave to go outside during summer because the tips secure their skin by applying the product recommended by the tips.

CHAPTER 5. CONCLUSION

This chapter is the last chapter that contains conclusions from the analysis of how three summer beauty tips can potentially interpret and construct the ideal woman identity for its readers. In the previous chapter, the analysis and discussion used the Appraisal framework by Martin and White (2005). The three elements of Appraisal theory, namely Engagement, Attitude, and Graduation, are used to determine whether the language used in the three summer beauty tips features constructs women's identity by investigating them textually. This chapter aims to conclude this thesis, so the following discussion below will answer the two research questions in chapter one.

The first research question relates to the Appraisal-Engagement, Attitude, and Graduation tools used in the three summer beauty tips features. The researcher finds three Appraisal subtypes are most widely used in the three beauty advertisements. They are **Appreciation** from the Attitude subtype, **Entertain** from the Engagement subtype, and **Intensification** from the Graduation subtype.

The data shows that the **Appreciation** element in the Attitude subtype dominates these three beauty tips. There are 69 data containing Appreciation assessment. Then, **Entertain**'s rating on the Engagement subtype is found as the most dominant of the three summer beauty tips. There are 22 data containing Entertain assessment. Moreover, **Intensification** assessment is found as the most dominant in Graduation in these three summer beauty tips. There are 40 data containing the Intensification assessment.

The second research question relates to how the evaluative language in the three beauty tips can construct a woman's identity as an ideal woman. The researcher concludes that these three beauty tips target the same market, namely for bright or fair-skinned women. Bright or Fair-skinned women generally experience

stress and anxiety about sun exposure on their skin during the summer, so the researcher can conclude that these three beauty brands convey the same message to their female readers. So, these three brands convey to their readers that the ideal woman in summer is a woman who is confident and braves to leave the house in summer because her skin is secured by applying the products recommended by the brand's beauty tips.

These three brands treat the same target market differently through tips because perspective brands expose women's different levels of anxiety. They embrace women mentally through language that includes three subtypes of the Appraisal Framework. These subtypes are Appreciation, Entertain, and Intensification. The researcher concludes from this assessment that *LORÉAL Paris* pays more attention to detail and provides readers with the most intensive care tips for summer. *LORÉAL Paris* uses dominant language containing Appreciation. It can be seen that they are very aware of the insecurities experienced by women in becoming the ideal woman during the summer. So they exploit that insecurities in these beauty tips by promoting recommended products by *LORÉAL Paris*.

Meanwhile, *GARNIER* has milder Appreciation, Entertain, and Intensification on the anxiety and insecurity of their readers. *GARNIER* prefers language that lacks Appreciation for their readers and straightforwardly promotes the skin care products for the summer they recommend. Furthermore, the last one is *OLAY*. This brand uses very little Appreciation, Engagement, and Graduation. So, beauty tips by *OLAY* seem less concerned about their readers than other brands. They only provide regular summer skincare routine tips to their readers.

In short, these three brands target the ideal identity of a woman by conveying the same message to their readers. They target an ideal woman who is brave and confident to go out and be active in the summer. As a marketing strategy to boost sales of the beauty products they promote, these three brands direct their readers to follow the beauty tips they offer and apply the products they recommend.

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APPENDIX 1

A. L'ORÉAL Paris.

7 Tips to Help You Get Your Skin Ready for Summer

Warmer weather is finally among us and summer is in sight. Yay! You're probably already planning your summer wardrobe of swimsuits, shorts, and sandals. But have you thought about how your skin care routine should change with the season? Just as you switch your clothes once the temperature starts to rise, you may want to consider making a few swaps, like to your facial cleanser, moisturizer, and face mask, in your skin care routine as well. Not sure where to start? Here are seven tips to help you prep your skin for summer.

SUMMER SKIN CARE TIP #1: CLEANSE MORNING AND NIGHT

All that sticky humidity can leave your face looking a bit, well, greasy. Help sweep away dirt, oils, and impurities from the surface of your skin morning and night with a clay facial cleanser or micellar water. If you have enough time to work a traditional lather and rinse cleanse into your routine, try using the **L'Oréal Paris Pure-Clay Purify & Mattify Cleanser**. If you're on the go, pick a micellar water that's mattifying, like the **L'Oréal Paris Micellar Cleansing Water Complete Cleanser for Normal to Oily Skin**. Just pour some out onto a cotton pad and wipe the pad across your face—no rinsing required! Store a bottle near your nightstand so you can easily cleanse if you're pressed for time. You can also toss one in your tote if you think you'll need to cleanse on the go.

SUMMER SKIN CARE TIP #2: TRY A WATER-BASED MOISTURIZER

In the colder winter and spring months, you may find yourself finding you need to use a richer cream to help keep your skin hydrated. But when it's warmer outside, you may find that a lightweight face lotion is all you need. Consider using a water-

based moisturizer with a matte finish, like the **L'Oréal Paris Hydra Genius Daily Liquid Care for Normal/Oily Skin**. It's formulated with hyaluronic acid and aloe vera water to help provide long-lasting hydration. Smooth it gently over your face after cleansing.

SUMMER SKIN CARE TIP #3: TAKE SUN PROTECTION MEASURES

It's important to take sun protection measures year-round, but if this hasn't been on your radar, now's a good time to start since you may be spending more time outdoors these days. The Food and Drug Administration (FDA) recommends using a broad-spectrum sunscreen with an SPF of 15 or higher regularly as directed. But that's not all. In addition to wearing broad-spectrum sunscreen, make sure to reapply every two hours (and immediately after swimming or sweating), limit your time in the sun, especially during peak hours between 10 a.m. and 2 p.m., and wear a broad-brimmed hat and UV-blocking sunglasses. If you're pressed for time, look for a moisturizer with SPF, like the **L'Oréal Paris RevitaLift Bright Reveal Brightening Day Moisturizer SPF 30**.

SUMMER SKIN CARE TIP #4: FAKE A FAUX GLOW WITH SELF-TANNER

Go ahead and show off those gorgeous gams! Fake a summer tan by using a self-tanner. To find your ideal self-tanner formula, start by asking yourself what kind of coverage you want. If you want to gradually build your tan, the **L'Oréal Paris Sublime Bronze™ Hydrating Self-Tanning Milk Medium** will do the trick. If you're travelling, the **L'Oréal Paris Sublime Bronze™ Self-Tanning Towelettes** are individually wrapped so you can throw a few in your suitcase. Just remember to cleanse, exfoliate, and use an oil-free moisturizer beforehand to help ensure the color goes on smoothly.

SUMMER SKIN CARE TIP #5: ADD A MATTIFYING FACE MASK AND FACE SCRUB TO YOUR ROUTINE

Impurities, dirt, makeup, and excess oils can build up on the surface of your skin, leaving your complexion looking overly oily. So, add a mattifying face mask to

your weekly beauty routine. The **L'Oréal Paris Pure-Clay Mask Purify & Mattify Face Mask** is formulated with three types of clay (kaolin, montmorillonite, and Moroccan lava) and enhanced with eucalyptus leaf extract to help draw out the buildup of impurities, dirt, and oils and reduce the look of excess shine. To use, apply an even layer to clean dry skin, leave on for 10-15 minutes, then remove with water. For best results, use three times a week. And, on the days you're not masking, try adding a mattifying face scrub to your routine. The **L'Oréal Paris Pure-Sugar Purify & Unclog Face Scrub** is formulated with three pure sugars and kiwi to provide skin with gently exfoliation for tighter-looking pores and a less shiny visage with every use.

SUMMER SKIN CARE TIP #6: CUT BACK ON THE FACE MAKEUP

Summer is the perfect time to opt for low-key makeup. Instead of foundation, try using a luminous, lightweight cream, like the **L'Oréal Paris True Match™ Lumi Glotion Natural Glow Enhancer**, instead. This do-it-all product primes to smooth skin's texture, corrects the look of skin for an even complexion, hydrates, and perfects to hide imperfections. Apply it with the **L'Oréal Paris Infallible Blend Artist Foundation Blender** once you've gone through your skin care routine. For an added glow, dab a drop or two of the **L'Oréal Paris True Match™ Lumi Glow Amour Glow Boosting Drops** onto your cheekbones and go about your day.

SUMMER SKIN CARE TIP #7: TREAT YOURSELF TO A PEDICURE

With sandal season quickly approaching, that means your feet are about to be front and center. Pamper yourself by scheduling an appointment at your local nail salon for a pedicure. Sit back, relax, and enjoy the foot massage—you deserve it! No time to head to the salon? Try buffing a gentle body scrub into your feet, rinse, and follow up with the nail polish of your choice.

Now that you know how to tailor your skin care routine in preparation of summer, why not take the time to learn all the ways to keep it looking its best all summer long?

B. OLAY

Skin Care Tips for Sunny Summer Days

Sunny days are a bit of a paradox. They do wonders for your mood but can be harmful, even dangerous, for your skin. Sunny climates generally fall into two categories, sunny and dry or sunny and humid, and each comes with its own set of challenges. But regardless of where you are in the world, the most important thing you can do to protect the health and appearance of your skin is to wear a broad spectrum sunscreen year round. It is also important to wear sunscreen even on dreary days since the sun's rays still penetrate through clouds. Broad spectrum sunscreens guard against both the UVB rays that cause sunburns and the UVA rays that lead to the signs of aging skin — dryness, brown spots, fine lines, wrinkles and eventually sagging. All of these beauty bummerers are caused by UV rays interacting directly with the skin causing damage to the collagen fibers, as well as indirectly producing free radicals that damage skin's DNA.

Sunny, Dry Climates

In sunny, dry climates like deserts and some mountainous areas, it is easy for skin to become parched.

- Hydrate Skin

Since the air contains very little water, it will rob your skin of moisture. This means you will need to put back what Mother Nature takes away by applying a hydrating moisturizer in the morning and at night.

- Use key ingredients

Look for a moisturizer that contains glycerin (to draw moisture into the top layer of the skin), petrolatum (to prevent moisture from escaping), or niacinamide (to help improve your skin's natural moisture barrier).

Sunny, Humid Climates

In sunny, humid climates, oily skin is a more common problem. Humidity prompts skin to produce more oil, sweat and other impurities that clog pores.

Acne may be an issue for you if you live in such a climate.

- **Cleanse to Keep Your Complexion Clear and Fresh**

Cleanse in the morning and evening with a cleanser that removes make-up, sweat and grime without over drying.

- Refresh With a Toner

If your skin tends to be shiny or oily, use a toner immediately after washing.

- Moisturize, Moisturize, Moisturize

Follow with a light, oil-free moisturizer to keep humidity from compromising your best beautiful.

C. GARNIER

10 Skin Care Products To Use In The Summer

The way you treat your skin over the summer will affect you all year long. With warmer temperatures and greater sun exposure our skin can react differently and sustain damage if not protected properly. Try to include some or all of these ten skin care products in your routine so that your skin can look its best this summer.

1. SPF

SPF is always essential — you should protect your skin every day. However when the summer comes along and you are spending more time in the sun, you should kick things up a notch when it comes to protecting your skin. If you normally use an SPF 15 but are spending more time outdoors, upgrade to a broad spectrum SPF 30. Garnier SkinActive's Clearly Brighter Anti-Sun Damage Daily Moisturizer SPF 30 has broad spectrum UVA and UVB protection. It not only protects you from the sun but can also help reduce the signs of sun damage over time. Make sure to reapply after every two hours you spend in the sun.

2. BB Cream

Wearing heavy foundation doesn't really go well with hot temperatures. You'll likely want to switch out your heavier makeup for something more breathable and light. A BB cream is the perfect choice. Try Garnier SkinActive's 5-in-1 Miracle Skin Perfector BB Cream which can control shine, minimize the appearance of pores, even skin tone, hydrate and helps prevent sunburn. It's the perfect way to achieve a beautiful complexion without weighing down your skin with heavy make up.

3. Dark Spot Corrector

Dark spots are more likely to form on our skin with increased sun exposure. If you noticed dark spots on your face you can help fade their appearance with a dark spot corrector. Garnier SkinActive's Clearly Brighter Dark Spot Corrector formula is infused with antioxidant Vitamins C& E, pink bark essence, and gentle exfoliating lipo-hydroxyl acid to promote surface skin cell turnover to reduce the appearance of dark spots over time with continued use.

4. Charcoal Cleanser

In the summer skin can get oily; with warmer temperatures we sweat more and our pores become more open, allowing sebum and oil to be released onto our skin's surface. Commit to cleansing your skin twice a day with an effective cleanser such as Garnier SkinActive's Clean+ Shine Control Cleansing Gel. The formula is infused with charcoal which can dissolve dirt, excess oil and makeup and mattifies skin's appearance.

5. Overnight Mask

Our skin can get a little dry and tired-looking with sun exposure so the nighttime is the perfect to help restore our skin with a deeply nourishing and re-energizing moisturizer. Garnier SkinActive's Miracle Anti-Fatigue Sleeping Cream packs the

nourishing qualities of a mask with the hydrating qualities of a moisturizer. Its formula is infused with antioxidant lavender essential oil, hyaluronic and hydroxy acids.

6. Eye Roller

Whether you regularly suffer from dark circles around your eyes or woke up this morning with them due to a late-night summer soirée, there's an easy fix in your skin care arsenal for that. Garnier's SkinActive's Clearly Brighter Anti-Dark Circle Eye Roller formula is infused with antioxidant Vitamin C, caffeine and tinted mineral pigments which instantly covers dark circles and shadows. The micro-stimulating, roll-on applicator refreshes and wakes up the eye area. Use this product for a brighter, more even look. Better yet keep this product in the fridge so you can cool off on a hot summer morning.

7. Micellar Water

Whether you're traveling or on staycation, sometimes you don't want to come home and be burdened with a super long cleansing routine. That's where micellar water comes in. You can remove makeup, sweat, dirt and oil from your face in just a few minutes with a few cotton pads. Garnier SkinActive's Micellar Cleansing Water All-in-1 Makeup Remover and Cleanser gets your skin clean, hydrated and refreshed without over-drying it in the process.

8. Overnight Peel

If your skin has been looking dull or has dark spots, try an overnight peel to help brighten the appearance of your skin. Garnier SkinActive's Clearly Brighter Dark Spot Overnight Peel helps refine skin texture, can help smooth skin tone and reduces the look of dark spots. Its formula contains glycolic alpha hydroxyl acid (AHA) and Vitamin C.

9. Hydrating Moisturizer

Skin can become dehydrated in the summer due to sun exposure, air conditioning and coming in touch with chemicals such as chlorine. Garnier SkinActive's Moisture Rescue Actively Hydrating Daily Lotion SPF 15 can help restore moisture in dehydrated skin. It has a moisturizing, non-comedogenic formula which is infused with glycerin. This ingredient helps keep skin actively hydrated throughout the day and helps strengthen skin's barrier to protect against moisture loss.

10. Cleansing Wipes

Packing a beach bag for the road this summer? Make skin care easy for yourself by bringing cleansing towelettes. Garnier SkinActive's Clean+ Purifying Oil-Free Cleansing Towelettes are perfect for combination and oily skin to get rid of the grime and oil after a long summer day. The formula is infused with charcoal and draws out impurities like a magnet.

The appraisal analysis of the beauty summer tips text

Attitude: Underline

Force: *Italics*

Focus: Corbel

Engagement : **Bold**

Table Appendix 2. 1 L'ORÉAL Paris.

Text	Target of evaluation	Attitudinal Terms	Graduation	Engangement
(1)Warmer weather is <u>finally</u> among us and summer is in sight.	Summer	+ appreciation (reaction , impact)		
(2) <u>Yay!</u>	Summer	+affect: Happiness		
(3) You're probably already planning your summer wardrobe of swimsuits, shorts, and sandals.	Reader's summer plan			Heterogloss: Expand: Entertain
(4) <u>But have you thought about how your skin care routine should change with the season?</u>	Reader's thought	Judgement: Propriety		Heterogloss: Contract: Disclaim: Counter Heterogloss: Expand: Entertain (directives & modality)
(5)Just as you switch your clothes once the temperature starts to rise,	Skincare routine	Judgement: Propriety		Heterogloss: Expand: Entertain

you **may** want to consider making a few swaps, like to _____ your facial cleanser, moisturizer, and face mask, in your skin care routine as well.

(6) Not sure where to start? Here are seven tips to help you prep your skin for summer.	Summer beauty tips		Heterogloss: Disclaim: Deny Heterogloss: Entertain	Contract: Expand:
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(7) All that sticky humidity can leave your face looking <i>a bit</i> , well, greasy.	Reader's face condition	Force: Isolating	Intensification:	
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(8) <u>Help sweep away</u> dirt, oils, and impurities from the surface of your skin morning and night with a clay facial cleanser or <u>micellar water</u>	Facial cleanser	+ appreciation (reaction, quality)		
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(9) If you have enough time to work a traditional lather and rinse cleanse into your routine, try using the L'Oréal Paris Pure-Clay Purify & Mattify Cleanser.				
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(10) If you're on the go, pick a micellar water that's mattifying, like the L'Oréal Paris Micellar Cleansing Water Complete Cleanser for Normal to Oily Skin.					
(11) Just pour some out onto a cotton pad and wipe the pad across your face— no rinsing required!	Micellar water				Heterogloss: Contract: Disclaim: Deny
(12) Store a bottle near your nightstand so you can <i>easily</i> cleanse if you're pressed for time.	Micellar water	+ appreciation (reaction, quality)	Force: Isolating	Intensification:	Heterogloss: Expand: Entertain
(13) You can also toss one in your tote if you think you'll need to cleanse on the go.	Micellar water				Heterogloss: Expand: Entertain
(14) In the colder winter and spring months, you may find yourself finding you <u>need</u> to use a richer cream to help keep your skin hydrated.	Face cream				Heterogloss: Expand: Entertain
(15) But when it's warmer outside, you may find that a <i>lightweight</i> face lotion is <i>all</i> you need.	Face lotion		Force: Mass Force: Maximisation	Quantification: Intensification:	Heterogloss: Contract: Disclaim: Counter Heterogloss: Expand: Entertain

(16) Consider using a <u>water-based</u> moisturizer with a matte finish, like the L'Oréal Paris Hydra Genius Daily Liquid Care for Normal/Oily Skin.	Moisturizer	+ appreciation (reaction, quality)		
(17) It's formulated with <u>hyaluronic acid</u> and <u>aloe vera</u> water to help provide <u>long-lasting</u> hydration.	Moisturizer	+ appreciation (reaction, quality)	Force: Extent: Distribution: Time	Quantification: Time
(18) Smooth it gently over your face after cleansing.	Moisturizer			
(19) It's important to take sun protection measures year-round, but if this hasn't been on your radar, now's a <u>good time</u> to start since you may be spending more time outdoors these days.	Readers	+ appreciation (reaction, impact)		Heterogloss: Expand: Entertain
(20) <u>The Food and Drug Administration (FDA) recommends</u> using a <i>broad-spectrum</i> sunscreen with an	Sunscreen	+ appreciation (valuation)	Force: Extent: Distribution: Space	Quantification: Heterogloss: Expand: Entertain

<p><u>SPF of 15</u> or higher regularly as directed.</p>				
(21) But that's not all.	Sunscreen		Force: Maximisation	Intensification: Heterogloss: Contract: Disclaim: Counter Heterogloss: Contract: Disclaim: Deny
(22) In addition to wearing <i>broad-spectrum</i> sunscreen, make sure to reapply every two hours (and immediately after swimming or sweating), limit your time in the sun, especially during peak hours between 10 a.m. and 2 p.m., and wear a broad-brimmed hat and UV-blocking sunglasses.	Sunscreen		Force: Extent: Distribution:	Quantification: Space
(23) If you're pressed for time, look for a moisturizer with SPF, like the L'Oréal Paris RevitaLift Bright Reveal Brightening Day Moisturizer SPF 30				
(24) Go ahead and show off those <i>gorgeous</i> gams!	Readers	+ appreciation (reaction, impact)	Force: Maximisation	Intensification: Heterogloss: Expand: Entertain

(25) <u>Fake</u> a summer tan by using a self-tanner.	Readers	-appreciation (valuation)		
(26) To find your ideal <u>self-tanner</u> formula, start by asking yourself what kind of coverage you want.	Self-tanning	+ appreciation (reaction, quality)		
(27) If you want to gradually build your tan, the L'Oréal Paris Sublime Bronze™ Hydrating Self-Tanning Milk Medium will do the trick.				
(28) If you're travelling, the L'Oréal Paris Sublime Bronze™ Self-Tanning Towelettes are <i>individually</i> wrapped so you can throw a few in your suitcase.	Self-tanning		Force: Maximisation	Intensification:
(29) Just remember to <i>cleanse, exfoliate, and use an oil-free</i> moisturizer beforehand to help ensure the color goes on smoothly	Readers	+ appreciation (reaction, quality)	Force: Repetition	Intensification:
(30) <u>Impurities, dirt, makeup, and excess oils</u> can build up on the surface of your skin,	Skin issues		Force: Repetition Force: Maximisation	Intensification: Intensification:

leaving your complexion looking *overly* oily.

(31) So, add a mattifying face mask to your *weekly* beauty routine.

(32) The L'Oréal Paris Pure-Clay Mask Purify & Mattify Face Mask is formulated with three types of clay (kaolin, montmorillonite, and Moroccan lava) and enhanced with eucalyptus leaf extract to help draw out the build up of *impurities, dirt, and oils* and reduce the look of excess shine.

(33) To use, apply an even layer to clean dry skin, leave on for 10-15 minutes, then remove with water.

(34) For *best* results, use three times a week. And, on the days you're not masking, try adding a mattifying face scrub to your routine.

Face mask

Face mask

+ appreciation (reaction, quality)

Force: Repetition

Intensification:

Face mask & Face scrub

+ appreciation (reaction, impact)

Force: Maximisation

Intensification:

<p>(35) The L'Oréal Paris Pure-Sugar Purify & Unclog Face Scrub is formulated with three pure sugars and kiwi_to provide skin with <u>gently exfoliation</u> for <u>tighter-looking pores</u> and <u>a less shiny</u> visage with every use.</p>	<p>Face scrub</p>	<p>+ appreciation (reaction, quality) + appreciation (reaction, quality) + appreciation (reaction, quality)</p>	<p>Force: Intensification: Maximisation Force: Intensification: Isolating</p>
<p>(36) Summer is the <u>perfect</u> time to opt for low-key makeup.</p>	<p>Face primer cream</p>	<p>+ appreciation (reaction, impact)</p>	
<p>(37) Instead of <u>foundation</u>, try using a <u>luminous, lightweight cream</u>, like <i>the</i> L'Oréal Paris True Match™ Lumi Glotion Natural Glow Enhancer, instead.</p>	<p>Face cream</p>	<p>+ appreciation (reaction, quality)</p>	<p>Force: Intensification: Maximisation Force: Quantification: Mass</p>
<p>(38) This do-it-all product primes to smooth skin's texture, corrects the look of skin for an even complexion, hydrates, and <u>perfects to hide imperfections</u>.</p>	<p>Face primer cream</p>	<p>Judgement: normality</p>	
<p>(39) Apply it with <i>the</i> L'Oréal Paris Infallible Blend Artist Foundation Blender once</p>			

you've gone through your skin care routine.

(40) For an added glow, dab a drop or two of *the* L'Oréal Paris True Match™ Lumi Glow Amour Glow Boosting Drops onto your cheekbones and go about your day.

(41) With sandal season quickly approaching, **that means your feet** are about to be front and center.

Reader's feet

Heterogloss: Expand: Entertain

(42) Pamper yourself by scheduling an appointment at your local nail salon for a pedicure.

+ appreciation (reaction, impact)

(43) *Sit back, relax, and enjoy* the foot massage—you deserve it!

Foot massage

+ appreciation (reaction, impact)

Force: Repetition

Intensification:

(44) **No time to head to the salon?**

Readers

Heterogloss: Contract: Disclaim: Deny

(45) Try buffing a gentle body scrub into your feet, rinse, and

Foot treatment

+ appreciation (reaction, impact)

follow up with the nail polish of <u>your choice</u> .		Judgement: Normality +affect			
(46) Now that you know how to tailor your skin care routine in preparation of summer, why not take the time to learn all the ways to keep it looking its <i>best</i> all summer long?	Readers	Judgement: Capacity	Force: Isolating	Intensification:	Heterogloss: Contract: Proclaim: Concur: Affirm Heterogloss: Contract: Disclaim: Deny

Table Appendix 2. 2 OLAY

Text	Target of evaluation	Attitudinal Terms	Graduation	Engagement
(47) Sunny days are <u>a bit of a paradox</u> .	Sunny days	-appreciation (reaction, impact)	Force: Isolating	Intensification:
(48) They do wonders for <u>your mood</u> but can be <u>harmful, even dangerous</u> , for your skin.	Readers mood	+affect: Happiness -appreciation (reaction, impact) -appreciation (reaction, impact)		Heterogloss: Contract: Disclaim: Counter Heterogloss: Contract: Disclaim: Counter
(49) Sunny climates generally fall into two categories, sunny and dry or				

sunny and humid, and each comes with its own set of challenges.

<p>(50) But regardless of where you are in the world, <i>the most important</i> thing you can do to protect the health and appearance of your skin is to wear a <i>broad spectrum</i> sunscreen year round.</p>	<p>Sunscreen</p>	<p>+ appreciation (reaction, impact)</p>	<p>Force: Isolating Force: Extent: Space Quantification: Distribution:</p>	<p>Heterogloss: Counter Contract: Disclaim:</p>
<p>(51) It is also important to wear sunscreen even on <u>dreary days</u> since the sun's rays still penetrate through clouds.</p>	<p>Readers</p>	<p>-affect: unhappiness</p>		
<p>(52) <i>Broad spectrum</i> sunscreens guard against both the UVB rays that cause sunburns and the UVA rays that lead to the signs of <u>aging skin — dryness, brown spots, fine lines, wrinkles and eventually sagging.</u></p>	<p>UVA & UVB side effects</p>	<p>-appreciation (reaction, impact)</p>	<p>Force: Extent: Space Force: Repetition Quantification: Distribution: Intensification:</p>	
<p>(53) All of these beauty bums are caused by UV rays interacting directly</p>				

with the skin causing damage to the collagen fibers, as well as indirectly producing free radicals that damage skin's DNA.

(54) In sunny, dry climates <i>like deserts and some mountainous areas</i> , it is easy for skin to become parched.	Dry climates	Force: Metaphor Intensification:
(55) Since the air contains <i>very little</i> water, it will rob your skin of moisture.	Air	Force: Isolating Intensification:
(56) This means you will need to put back what Mother Nature takes away by applying a hydrating moisturizer in the morning and at night.		
(57) Look for a moisturizer that contains glycerin (to draw moisture into the top layer of the skin), petrolatum (<u>to prevent moisture from escaping</u>), or niacinamide (<u>to help</u>	Moisturizer	+ appreciation (reaction, quality) + appreciation (reaction, quality)

<u>improve</u> your skin's natural moisture barrier).			
(58) In sunny, humid climates, oily skin is a <i>more common problem</i> .	Oily skin		Force: Intensification: Isolating
(59) Humidity prompts skin to produce more oil, sweat and other impurities that clog pores.			
(60) Acne <u>may be an issue</u> for you if you live in such a climate.	Acne	-appreciation (reaction, impact) -affect: insecurity	Heterogloss: Expand: Entertain
(61) Cleanse in the morning and evening with a cleanser that removes make-up, sweat and grime without over drying.			
(62) Follow with <u>a light, oil-free</u> moisturizer to keep humidity from <u>compromising your best beautiful</u> .	Reader's look	+ appreciation (reaction, quality) + appreciation (reaction, impact)	Force: Quantification: Mass
(63) If your skin tends to be shiny or oily, use a toner immediately after washing.	Toner		

Table Appendix 2. 3 Garnier

Text	Target of evaluation	Attitudinal Terms	Graduation	Engagement	
(64) The way you treat your skin over the summer will <u>affect</u> you all year long.	Skin's treatment on summer	Judgement: Capacity			
(65) With <i>warmer</i> temperatures and <i>greater</i> sun exposure our skin can react differently and sustain damage if not protected <u>properly</u> .	Sun exposure effect	Judgement: Propriety	Force: Isolating Force: Isolating Force: Maximisation	Intensification: Intensification: Intensification:	Heterogloss: Contract: Disclaim: Deny
(66) Try to include some or all of these ten skin care products in your routine so that your skin can look its <i>best</i> this summer.	Skin care products		Force: Isolating	Intensification:	
(67) SPF is <i>always essential</i> — you should protect your skin every day.	SPF	-appreciation (reaction, impact)	Force: Maximisation	Intensification:	Heterogloss: Expand: Entertain (directives & modality)
(68) However when the summer comes along and you are spending more time					Heterogloss: Contract: Disclaim: Counter

<p>in the sun, you should kick things up a notch when it comes to protecting your skin.</p>		<p>Heterogloss: Expand: Entertain (directives & modality)</p>
<p>(69) If you <u>normally</u> use an SPF 15 but are spending more time outdoors, upgrade to a <i>broad spectrum</i> SPF 30.</p>	<p>SPF spectrum Judgement (normality)</p>	<p>Force: Quantification: Heterogloss: Contract: Disclaim: Extent: Distribution: Counter Space Force: Quantification:</p>
<p>(70) Garnier SkinActive's Clearly Brighter <u>Anti-Sun Damage</u> Daily Moisturizer SPF 30 has <i>broad spectrum</i> UVA and UVB protection.</p>	<p>SPF + appreciation (reaction, quality)</p>	<p>Force: Intensification: Maximisation Force: Quantification: Extent: Distribution: Space</p>
<p>(71) It not only protects you from the sun but can also help reduce the signs of sun damage over time.</p>		
<p>(72) Make sure to reapply after every two hours you spend in the sun.</p>	<p>SPF</p>	

(73) Wearing <i>heavy</i> foundation doesn't <i>really</i> go well with hot temperatures.	Foundation		Force: Mass Force: Isolating	Quantification: Intensification:
(74) You'll likely want to switch out your heavier makeup for something <i>more breathable and light</i> .	Foundation		Force: Isolating	Intensification: Heterogloss: Expand: Entertain
(75) A BB cream is <u>the perfect choice</u> .	BB cream	+appreciation (reaction, impact)	Force: Maximisation	Intensification:
(76) Try Garnier SkinActive's 5-in-1 Miracle Skin Perfector BB Cream which <u>can control</u> shine, <u>minimize</u> the appearance of pores, even skin tone, hydrate and <u>helps prevent</u> sunburn.	BB cream	+ appreciation (reaction, quality) + appreciation (reaction, quality) + appreciation (reaction, quality)		
(77) It's the <u>perfect</u> way to achieve a <u>beautiful</u> complexion without weighing down your skin with heavy make up.	Readers	+appreciation (reaction, impact) +appreciation (reaction, impact)	Force: Maximisation	Intensification:
(78) Dark spots are more likely to form on our skin	Dark spots			Heterogloss: Expand: Entertain

with increased sun exposure.			
(79) If you noticed dark spots on your face you <u>can help fade</u> their appearance with a <u>dark spot corrector</u> .	Dark spot corrector	+ appreciation (reaction, quality) + appreciation (reaction, quality)	
(80) Garnier SkinActive's Clearly Brighter Dark Spot Corrector formula is infused with antioxidant Vitamins C& E, pink bark essence, and gentle exfoliating lipo-hydroxyl acid to promote surface skin cell turnover <u>to reduce</u> the appearance of dark spots over time with continued use.	Dark spots corrector	+ appreciation (reaction, quality)	
(81) In the summer skin can get oily; with warmer temperatures we sweat more and our pores become more open, allowing sebum and oil to be released onto our skin's surface.			
(82) <u>Commit to</u> cleansing your skin twice a day with an <u>effective</u> cleanser such	Face cleanser	Judgement (capacity) + appreciation (valuation)	Heterogloss: Expand: Entertain

as Garnier SkinActive's Clean+ Shine Control Cleansing Gel.			
(83) The formula is infused with charcoal_which <u>can dissolve</u> dirt, excess oil and makeup and mattifies skin's appearance.	Face cleanser formula		+ appreciation (reaction, quality)
(84) Our skin can get a little dry and tired-looking with sun exposure so the nighttime is the perfect to <u>help restore</u> our skin with a <i>deeply nourishing</i> and <i>re-energizing</i> moisturizer.	Moisturizer		+ appreciation (reaction, quality) + appreciation (reaction, quality) + appreciation (reaction, quality)
(85) Garnier SkinActive's Miracle <i>Anti-Fatigue</i> Sleeping Cream packs the <u>nourishing qualities</u> of a mask with the <u>hydrating qualities</u> of a moisturizer.	Sleeping or Night cream		+ appreciation (reaction, quality) + appreciation (reaction, quality) + appreciation (reaction, quality)
(86) Its formula is infused with antioxidant lavender essential oil, hyaluronic and hydroxy acids	Night cream formula		

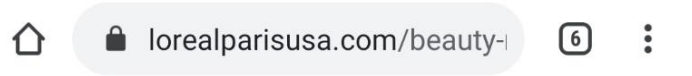
<p>(87) Whether you regularly <u>suffer</u> from dark circles around your eyes or woke up this morning with them due to a late-night summer soirée, there's an easy fix in your skin care arsenal for that.</p>	<p>Dark circle issue</p>	<p>-affect: unhappiness +appreciation (reaction, impact) +appreciation (composition, complexity)</p>	<p>Heterogloss: Expand: Entertain</p>
<p>(88) Garnier's SkinActive's Clearly Brighter <i>Anti-Dark Circle</i> Eye Roller formula is infused with antioxidant Vitamin C, caffeine and tinted mineral pigments which instantly covers dark circles and shadows.</p>	<p>Eye Roller formula</p>	<p>+ appreciation (reaction, quality)</p>	<p>Force: Intensification: Maximisation</p>
<p>(89) The <u>micro-stimulating, roll-on applicator refreshes and wakes up</u> the eye area.</p>	<p>Eye roller</p>	<p>+ appreciation (reaction, quality)</p>	
<p>(90) Use this product for a <i>brighter</i>, more even look.</p>	<p>Eye roller</p>		<p>Force: Intensification: Isolating</p>
<p>(91) Better yet keep this product in the fridge so you can cool off on a hot summer morning.</p>			

<p>(92) Whether you're traveling or on staycation, sometimes you don't want to come home and <u>be burdened</u> with a <i>super long</i> cleansing routine.</p>	<p>Cleansing routine</p>	<p>-affect: unhappiness</p>	<p>Force: Intensification: Maximisation</p>
<p>(93) That's where micellar water comes in.</p>	<p>Micellar water</p>		<p>Heterogloss: Expand: Entertain</p>
<p>(94) You <u>can remove makeup, sweat, dirt and oil</u> from your face in just a few minutes with a few cotton pads.</p>	<p>Micellar water</p>	<p>+ appreciation (reaction, quality)</p>	
<p>(95) Garnier SkinActive's Micellar Cleansing Water <i>All-in-1</i> Makeup Remover and Cleanser gets your skin clean, hydrated and refreshed without over-drying it in the process.</p>	<p>Micellar water</p>	<p>+ appreciation (reaction, quality) + appreciation (reaction, impact)</p>	<p>Force: Quantification: Number Force: Intensification: Repetition</p>
<p>(96) If your skin has been looking dull or has dark spots, try an overnight peel to help brighten the appearance of your skin.</p>			

<p>(97) Garnier SkinActive's Clearly Brighter Dark Spot Overnight Peel <u>helps refine</u> skin texture, <u>can help smooth</u> skin tone and <u>reduces</u> the look of dark spots.</p>	<p>Dark spot peeling</p>	<p>+ appreciation (reaction, quality) + appreciation (reaction, quality) + appreciation (reaction, quality)</p>
<p>(98) Its formula contains glycolic alpha hydroxyl acid (AHA) and Vitamin C.</p>		
<p>(99) Skin can become <u>dehydrated</u> in the summer due to sun exposure, air conditioning and coming in touch with chemicals such as chlorine.</p>	<p>Dark spot peeling</p>	<p>-affect: unhappiness</p>
<p>(100) Garnier SkinActive's Moisture Rescue Actively Hydrating Daily Lotion SPF 15 <u>can help restore moisture</u> in dehydrated skin.</p>	<p>Hydrating lotion</p>	<p>+ appreciation (reaction, quality)</p>
<p>(101) It has a moisturizing, <u>non-comedogenic</u> formula which is infused with <u>glycerin</u>.</p>	<p>Hydrating formula</p>	<p>lotion + appreciation (reaction, quality)</p>

(102) This ingredient <u>helps keep skin actively hydrated throughout the day</u> and <u>helps strengthen skin's barrier to protect</u> against moisture loss.	Hydrating lotion	+ appreciation (reaction, quality) +affect + appreciation (reaction, quality) + appreciation (reaction, quality)	Force: Intensification: Maximisation Force: Quantification: Extent: Distribution: Time
(103) Packing a beach bag for the road this summer?			
(104) Make skin care easy for yourself by bringing cleansing towelettes.	Face wipes	+ appreciation (composition, complexity)	Heterogloss: Expand: Entertain
(105) Garnier SkinActive's Clean+ Purifying Oil-Free Cleansing Towelettes <u>are perfect for combination and oily skin to get rid</u> of the grime and oil after <i>a long summer day</i> .	Face wipes	+ appreciation (reaction, quality) + appreciation (reaction, quality)	Force: Quantification: Extent: Distribution: Time
(106)The formula is infused with charcoal and <u>draws out</u> impurities <i>like a magnet</i> .	Face wipes formula	+ appreciation (reaction, quality)	Force: Intensification: Metaphor

APPENDIX 3



L'ORÉAL

beauty magazine

BROWSE

7 Tips to Help You Get Your Skin Ready for Summer

SKIN CARE ESSENTIALS



Warmer weather is finally among us and summer is in sight. Yay! You're probably already planning your summer wardrobe of swimsuits, shorts, and sandals. But have you thought about how your [skin care routine](#) should change with the season? Just as you switch your clothes once the temperature starts to rise, you may want to consider making a few swaps, like to your [facial cleanser](#), [moisturizer](#), and [face mask](#), in your skin care routine as well. Not sure where to start? Here are seven tips to help you prep your skin for summer.

SUMMER SKIN CARE TIP #1: CLEANSE MORNING AND NIGHT

All that sticky humidity can leave your face looking a bit, well, greasy. Help sweep away dirt, oils, and impurities from the surface of your skin morning and night with a clay facial cleanser or [micellar water](#). If you have enough time to work a traditional lather and rinse cleanse into your routine, try using the [L'Oréal Paris Pure-Clay Purify & Mattify Cleanser](#). If you're on the go, pick a micellar water that's mattifying, like the [L'Oréal Paris Micellar Cleansing Water Complete Cleanser for Normal to Oily](#)

& Mattify Cleanser. If you're on the go, pick a micellar water that's mattifying, like the [L'Oréal Paris Micellar Cleansing Water Complete Cleanser for Normal to Oily Skin](#). Just pour some out onto a cotton pad and wipe the pad across your face—no rinsing required! Store a bottle near your nightstand so you can easily cleanse if you're pressed for time. You can also toss one in your tote if you think you'll need to cleanse on the go.

SUMMER SKIN CARE TIP #2: TRY A WATER-BASED MOISTURIZER

In the colder winter and spring months, you may find yourself finding you need to use a richer cream to help keep your skin hydrated. But when it's warmer outside, you may find that a lightweight face lotion is all you need. Consider using a water-based moisturizer with a matte finish, like the [L'Oréal Paris Hydra Genius Daily Liquid Care for Normal/Oily Skin](#). It's formulated with [hyaluronic acid](#) and [aloe vera](#) water to help provide long-lasting hydration. Smooth it gently over your face after cleansing.

SUMMER SKIN CARE TIP #3: TAKE SUN PROTECTION MEASURES

It's important to take sun protection measures year-round, but if this hasn't been on your radar, now's a good time to start since you may be spending more time outdoors these days. The [Food and Drug Administration](#) (FDA) recommends using a broad-spectrum sunscreen with an SPF of 15 or higher regularly as directed. But that's not all. In addition to wearing broad-spectrum sunscreen, make sure to reapply every two hours (and immediately after swimming or sweating), limit your time in the sun, especially during peak hours between 10 a.m. and 2 p.m., and wear a broad-brimmed hat and UV-blocking sunglasses. If you're pressed for time, look for a moisturizer with SPF, like the [L'Oréal Paris RevitaLift Bright Reveal Brightening Day Moisturizer SPF 30](#).

SUMMER SKIN CARE TIP #4: FAKE A FAUX GLOW WITH SELF-TANNER

Go ahead and show off those gorgeous gams! Fake a summer tan by using a self-tanner. To find your ideal [self-tanner](#) formula, start by asking yourself what kind of coverage you want. If you want to gradually build your tan, the [L'Oréal Paris Sublime Bronze™ Hydrating Self-Tanning Milk Medium](#) will do the trick. If you're travelling, the [L'Oréal Paris Sublime Bronze™ Self-Tanning Towelettes](#) are individually wrapped so you can throw a few in your suitcase. Just remember to cleanse, exfoliate, and use an oil-free moisturizer beforehand to help ensure the color goes on smoothly.

SUMMER SKIN CARE TIP #5: ADD A MATTIFYING FACE MASK AND FACE SCRUB TO YOUR ROUTINE

Impurities, dirt, [makeup](#), and excess oils can build up on

SUMMER SKIN CARE TIP #5: ADD A MATTIFYING FACE MASK AND FACE SCRUB TO YOUR ROUTINE

Impurities, dirt, makeup, and excess oils can build up on the surface of your skin, leaving your complexion looking overly oily. So, add a mattifying face mask to your weekly beauty routine. The L'Oréal Paris Pure-Clay Mask Purify & Mattify Face Mask is formulated with three types of clay (kaolin, montmorillonite, and Moroccan lava) and enhanced with eucalyptus leaf extract to help draw out the buildup of impurities, dirt, and oils and reduce the look of excess shine. To use, apply an even layer to clean dry skin, leave on for 10-15 minutes, then remove with water. For best results, use three times a week. And, on the days you're not masking, try adding a mattifying face scrub to your routine. The L'Oréal Paris Pure-Sugar Purify & Unclog Face Scrub is formulated with three pure sugars and kiwi to provide skin with gently exfoliation for tighter-looking pores and a less shiny visage with every use.

SUMMER SKIN CARE TIP #6: CUT BACK ON THE FACE MAKEUP

Summer is the perfect time to opt for low-key makeup. Instead of foundation, try using a luminous, lightweight cream, like the L'Oréal Paris True Match™ Lumi Glotion Natural Glow Enhancer, instead. This do-it-all product primes to smooth skin's texture, corrects the look of skin for an even complexion, hydrates, and perfects to hide imperfections. Apply it with the L'Oréal Paris Infallible Blend Artist Foundation Blender once you've gone through your skin care routine. For an added glow, dab a drop or two of the L'Oréal Paris True Match™ Lumi Glow Amour Glow Boosting Drops onto your cheekbones and go about your day.

SUMMER SKIN CARE TIP #7: TREAT YOURSELF TO A PEDICURE

With sandal season quickly approaching, that means your feet are about to be front and center. Pamper yourself by scheduling an appointment at your local nail salon for a pedicure. Sit back, relax, and enjoy the foot massage—you deserve it! No time to head to the salon? Try buffing a gentle body scrub into your feet, rinse, and follow up with the nail polish of your choice.

Now that you know how to tailor your skin care routine in preparation of summer, why not take the time to learn all the ways to keep it looking its best all summer long? Learn what you need to know by reading our article, Summer Skin SPF Tips: Don't Miss These 5 Spots.

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Skin Care Tips for Sunny Summer Days

Skin Care Tips for Sunny Summer Days

Sunny days are a bit of a paradox. They do wonders for your mood but can be harmful, even dangerous, for your skin.

Sunny climates generally fall into two categories, sunny and dry or sunny and humid, and each comes with its own set of challenges. But regardless of where you are in the world, the most important thing you can do to protect the health and appearance of your skin is to wear a broad spectrum sunscreen year round. It is also important to wear sunscreen even on dreary days since the sun's rays still penetrate through clouds. Broad spectrum sunscreens guard against both the UVB rays that cause sunburns and the UVA rays that lead to the signs of aging skin – dryness, brown spots, fine lines, wrinkles and eventually sagging. All of these beauty bums are caused by UV rays interacting directly with the skin causing damage to the collagen fibers, as well as indirectly producing free radicals that damage skin's DNA.

Sunny, Dry Climates

In sunny, dry climates like deserts and some mountainous areas, it is easy for skin to become parched.

- Hydrate Skin

Since the air contains very little water, it will rob your skin of moisture. This means you will need to put back what Mother Nature takes away by applying a hydrating moisturizer in the morning and at night.

- Use key ingredients

Look for a moisturizer that contains glycerin (to draw moisture into the top layer of the skin), petrolatum (to prevent moisture from escaping), or niacinamide (to help improve your skin's natural moisture barrier).

Sunny, Humid Climates

In sunny, humid climates, oily skin is a more common problem. Humidity prompts skin to produce more oil, sweat and other impurities that clog pores. Acne may be an issue for you if you live in such a climate.

- Cleanse to Keep Your Complexion Clear and Fresh

Cleanse in the morning and evening with a cleanser that removes make-up, sweat and grime without over drying.

- Refresh With a Toner

If your skin tends to be shiny or oily, use a toner immediately after washing.

- Moisturize, Moisturize, Moisturize

Follow with a light, oil-free moisturizer to keep humidity from compromising your best beautiful.

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10 skin care products to use in the summer

The way you treat your skin over the summer will affect you all year long. With warmer temperatures and greater sun exposure our skin can react differently and sustain damage if not protected properly. Try to include some or all of these ten skin care products in your routine so that your skin can look its best this summer.

- ### 1. SPF

SPF is always essential — you should protect your skin every day. However when the summer comes along and you are spending more time in the sun, you should kick things up a notch when it comes to protecting your skin. If you normally use an SPF 15 but are spending more time outdoors, upgrade to a broad spectrum SPF 30. [Garnier SkinActive's Clearly Brighter Anti-Sun Damage Daily Moisturizer SPF 30](#) has broad spectrum UVA and UVB protection. It not only protects you from the sun but can also help reduce the signs of sun damage over time. Make sure to reapply after every two hours you spend in the sun.
- ### 2. BB Cream

Wearing heavy foundation doesn't really go well with hot temperatures. You'll likely want to switch out your heavier makeup for something more breathable and light. A BB cream is the perfect choice. Try [Garnier SkinActive's 5-in-1 Miracle Skin Perfector BB Cream](#) which can control shine, minimize the appearance of pores, even skin tone, hydrate and helps prevent sunburn. It's the perfect way to achieve a beautiful complexion without weighing down your skin with heavy make up.
- ### 3. Dark Spot Corrector

Dark spots are more likely to form on our skin with increased sun exposure. If you noticed dark spots on your face you can help fade their appearance with a dark spot corrector. [Garnier SkinActive's Clearly Brighter Dark Spot Corrector](#) formula is infused with antioxidant Vitamins C & E, pink bark essence, and gentle exfoliating lipo-hydroxyl acid to promote surface skin cell turnover to reduce the appearance of dark spots over time with continued use.
- ### 4. Charcoal Cleanser

In the summer skin can get oily; with warmer temperatures we sweat more and our pores become more open, allowing sebum and oil to be released onto our skin's surface. Commit to cleansing your skin twice a day with an effective cleanser such as [Garnier SkinActive's Clean+ Shine Control Cleansing Gel](#). The formula is infused with charcoal which can dissolve dirt, excess oil and makeup and mattifies skin's appearance.
- ### 5. Overnight Mask

Our skin can get a little dry and tired-looking with sun exposure so the nighttime is the perfect to help restore our skin with a deeply nourishing and re-energizing moisturizer. [Garnier SkinActive's Miracle Anti-Fatigue Sleeping Cream](#) packs the nourishing qualities of a mask with the hydrating qualities of a moisturizer. Its formula is infused with antioxidant lavender essential oil, hyaluronic and hydroxy acids.
- ### 6. Eye Roller

Whether you regularly suffer from dark circles around your eyes or woke up this morning with them due to a late-night summer soiree, there's an easy fix in your skin care arsenal for that. [Garnier's SkinActive's Clearly Brighter Anti-Dark Circle Eye Roller](#) formula is infused with antioxidant Vitamin C, caffeine and tinted mineral pigments which instantly covers dark circles and shadows. The micro-stimulating, roll-on applicator refreshes and wakes up the eye area. Use this product for a brighter, more even look. Better yet keep this product [in the fridge so you can cool off on a hot summer morning.](#)
- ### 7. Micellar Water

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[in the fridge so you can cool off on a hot summer morning.](#)

7. Micellar Water

Whether you're traveling or on staycation, sometimes you don't want to come home and be burdened with a super long cleansing routine. That's where micellar water comes in. You can remove makeup, sweat, dirt and oil from your face in just a few minutes with a few cotton pads. [Garnier SkinActive's Micellar Cleansing Water All-in-1 Makeup Remover and Cleanser](#) gets your skin clean, hydrated and refreshed without over-drying it in the process.

8. Overnight Peel

If your skin has been looking dull or has dark spots, try an overnight peel to help brighten the appearance of your skin. [Garnier SkinActive's Clearly Brighter Dark Spot Overnight Peel](#) helps refine skin texture, can help smooth skin tone and reduces the look of dark spots. Its formula contains glycolic alpha hydroxyl acid (AHA) and Vitamin C.

9. Hydrating Moisturizer

Skin can become dehydrated in the summer due to sun exposure, air conditioning and coming in touch with chemicals such as chlorine. [Garnier SkinActive's Moisture Rescue Actively Hydrating Daily Lotion SPF 15](#) can help restore moisture in dehydrated skin. It has a moisturizing, non-comedogenic formula which is infused with glycerin. This ingredient helps keep skin actively hydrated throughout the day and helps strengthen skin's barrier to protect against moisture loss.

10. Cleansing Wipes

Packing a beach bag for the road this summer? Make skin care easy for yourself by bringing cleansing towelettes. [Garnier SkinActive's Clean+ Purifying Oil-Free Cleansing Towelettes](#) are perfect for combination and oily skin to get rid of the grime and oil after a long summer day. The formula is infused with charcoal and draws out impurities like a magnet.

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