**English May 21st:**

**Fructis Shampoo Advertisement analysis:**

**Target Audience:** This advertisement comes from an issue of Cosmopolitan magazine. The target

audience of this magazine consists of adult females, mainly between the ages of 18-40. These women

may be married or single, but most readers are interested in romantic relationships, beauty, and

fashion.

**Language:** The language in this ad further promotes the ideas of beauty, and it suggests messages about confidence and strength. The words, “Sleek & Shine” appear in bold lettering on the ad. Women tend to attach positive connotations to these words, as having “sleek” hair that “shines” is deemed beneficial in our society. Of course, though, these words are subjective in nature, as what is “sleek” and what “shines” may be different to different people. The ad doesn’t go into detail to explain what degree of “shine” a consumer’s hair will have after using the products. Likewise, the ad fails to define “sleek.” While these are attractive words—most women wouldn’t want their hair described as “dull”—they are nearly meaningless words, as the ad does not give any support to how much “sleek” and “shine” a consumer should expect. While the text serves as a logical appeal (logos), as it seems to convey facts about the product, the facts are unsubstantiated. Unfortunately, many readers don’t stop to question the meaning behind these words.

**Cultural Significance:** Like many ads, television shows, and films, this Fructis ad tends to emphasize the importance of physical beauty in American culture. However, the ad does more than just tell women that beauty is important—it seems to say that a woman is only beautiful if she has the characteristics of this woman: flawless skin, a thin physique, and long shiny hair

**Graphics:** The graphics have a strong emotional appeal (pathos). The main focus of the ad is the longhaired model pictured on the page. Like most models featured in ads for beauty products, this model tends to embody the characteristics that many women strive to have. The model has flawless skin; a thin, oval and perfectly symmetrical face; a thin body; and long, shiny hair. She seems to look the reader in the eye with a mysterious, alluring stare.